



Euromonitor
International

Sauces, Dips and Condiments in Kenya

November 2025

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Sauces, Dips and Condiments in Kenya - Category analysis

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2025 DEVELOPMENTS

Ketchup benefits from widening retail presence and urbanisation

INDUSTRY PERFORMANCE

Stock cubes and powders continue to thrive

Ketchup benefits from expansion of modern retail and popularity of fast food

WHAT'S NEXT?

Increasing product variety to fuel growth

Busy lifestyles and rise of foodservice will boost demand

Unilever sets the pace in technological innovation

COMPETITIVE LANDSCAPE

Unilever maintains its leadership, thanks to its adaptability

Kenafric Industries Ltd registers rapid growth

CHANNELS

Supermarkets remains the largest channel in sauces, dips and condiments

E-commerce sees fastest growth but fails to increase its share

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Cooking Ingredients and Meals in Kenya - Industry Overview

EXECUTIVE SUMMARY

Inflationary pressures counterbalanced by growing demand for convenience

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Inflationary pressures hinder volume growth

Fast-paced lifestyles boost demand for convenience foods

Growing appetite for healthier and exotic options

WHAT'S NEXT?

Inflationary pressures will impact consumer spending

Increasingly busy lifestyles will drive demand for convenient meal solutions

Sustainability will shape the future of innovation

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Bidco Africa leads sales

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