



# Rice, Pasta and Noodles in Kenya

November 2024

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## Rice, Pasta and Noodles in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Price increases as inflation drives up the cost of raw materials and transportation

Capwell Industries Limited leads innovation with fortified rice

Indomie maintains its overall lead in 2024

#### PROSPECTS AND OPPORTUNITIES

Stiff competition from other staple goods and unpackaged products

Price sensitivity set to persist

Health and convenience trends will continue to influence sales

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