



Euromonitor
International

Processed Fruit and Vegetables in Kenya

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Processed Fruit and Vegetables in Kenya - Category analysis

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2025 DEVELOPMENTS

Continuing growth among middle class

INDUSTRY PERFORMANCE

Shelf stable vegetables account for most sales

Shelf stable vegetables register highest value growth

WHAT'S NEXT?

Continuing growth among higher-income consumers

Rising health consciousness influences product development over forecast period

Sustainability a growing focus over forecast period

COMPETITIVE LANDSCAPE

Premier Foods holds on to tight lead

Second-placed Trufoods also has sizeable foothold

CHANNELS

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Supermarkets gain most value share

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Healthy growth across the board

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INDUSTRY PERFORMANCE

A positive picture in 2025

Rising health consciousness has growing influence

Growing focus on sustainability

WHAT'S NEXT?

Continuing healthy growth over forecast period

Innovation way to stand out from crowd

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-fruit-and-vegetables-in-kenya/report.