



Euromonitor
International

Cooking Ingredients and Meals in Uganda

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Cooking Ingredients and Meals in Uganda

EXECUTIVE SUMMARY

Sales growth supported by urbanisation, population growth, wider distribution and an improving economy

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Healthy eating and wellness, while still nascent, is growing in importance
Import taxes have a heavy influence on prices and the cost of production
The potential of digital platforms enhances marketing, sales and consumer feedback

WHAT'S NEXT?

Growth and expansion of distribution channels and networks due to urbanisation
Competition among producers is shaped by inflation and poverty rates in the country
Anticipated import tax increase on all imported goods

COMPETITIVE LANDSCAPE

Domestic player AK Oils and Fats remains the clear leader in cooking ingredients and meals
Bidco Africa registers strong growth after significant investments in marketing

CHANNELS

Small local grocers retains its total domination of cooking ingredients and meals in 2025
Hypermarkets registers strong growth after small local grocers

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COUNTRY REPORTS DISCLAIMER

EDIBLE OILS

Key Data Findings

2025 Developments

The government stimulates local production of raw materials

Industry Performance

Palm oil is the most popular category in edible oils

Sunflower oil gains popularity supported by marketing initiatives by local players

What's Next?

Sales rise on the back of rising availability of raw materials and the emergence of new local players

Increasing consumer health awareness

The introduction of Digital Tax Stamps increases the cost of production

Competitive Landscape

AK Oils & Fats retains the outright lead in edible oils

Strong growth for Bidco Uganda Limited

Channels

Small local grocers utterly dominates the distribution of edible oils

Hypermarkets achieves strong growth from a low base

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Key Data Findings

2025 Developments

Import taxes continue to determine the pricing of meals and soups

Industry Performance

Dry soup enjoys significant popularity in Uganda

Ready meals suffers from a lack of consumer interest

What's Next?

Anticipated price increases due to increased import taxes dampens forecast period demand

Urbanisation continues to drive the establishment of consumer foodservice outlets

Strong and sustainable distribution networks and channels continue to drive availability of products to consumers

Competitive Landscape

Sustained partnership between manufacturers and distributors enhances product availability

Unilever registers the strongest growth but continues to suffer competition from homemade alternatives

Channels

Small local grocers retains its outright lead in meals and soups

Supermarkets is dynamic for meals and soups

Category Data

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Key Data Findings

2025 Developments

Import taxes result in higher costs and increase the unit prices of sauces, dips and condiments

Industry Performance

Tomato pastes and purées remain the most popular

Herbs and spices gain popularity stimulated by an increase in local production

What's Next?

Forecast period growth dampened by inflation and higher taxes on imported sauces, dips and condiments

Increasing awareness of natural and organic products and their benefits to human health boosts herbs and spices

Strong distribution channels and the presence of distributors

Competitive Landscape

Unilever East & Southern Africa retains its lead in sauces, dips and condiments

Deepa Industries Ltd is dynamic thanks to its marketing initiatives

Channels

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Key Data Findings

2025 Developments

Increased import taxes

Industry Performance

Spreads are popular in Uganda, especially jams and preserves

Nut and seed based spreads faces competition from homemade peanut butter

What's Next?

Increased import taxes dampens forecast period growth

Consumer preferences stimulate demand for spreads

Informal production dampens demand for packaged honey products

Competitive Landscape

Premier Foods Plc retains the outright lead in sweet spreads

Bee Natural Uganda achieves the strongest growth

Channels

Small local grocers is by far the leading channel for sweet spreads

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