



Staple Foods in Kenya

January 2026

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Healthy growth across the board

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Technological advancements improve efficiencies

COMPETITIVE LANDSCAPE

Mini Bakeries continues to lead, thanks to its longstanding presence in packaged leavened bread

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CHANNELS

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INDUSTRY PERFORMANCE

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Other RTE cereals gains the most value share

WHAT'S NEXT

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Rising health consciousness sees growth for muesli and granola

Rising concern in terms of sustainability

COMPETITIVE LANDSCAPE

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Shelf stable vegetables register highest value growth

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INDUSTRY PERFORMANCE

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Sustainability key focus for rice production

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