



Euromonitor
International

Meals and Soups in Kenya

November 2025

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Meals and Soups in Kenya - Category analysis

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2025 DEVELOPMENTS

Dry soup benefits from increasingly busy lifestyles

INDUSTRY PERFORMANCE

Market remains underdeveloped due to strength of home cooking

Dry soup will see fastest growth

WHAT'S NEXT?

Lifestyle changes will help to support modest growth

Expected development of functional soups

Producers will promote environmentally-friendly practices

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Unilever leads with broad product portfolio

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Supermarkets dominate sales

Hypermarkets lead growth

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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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