



Euromonitor
International

Sauces, Dips and Condiments in Kenya

November 2025

Table of Contents

Sauces, Dips and Condiments in Kenya - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Ketchup benefits from widening retail presence and urbanisation

INDUSTRY PERFORMANCE

Stock cubes and powders continue to thrive

Ketchup benefits from expansion of modern retail and popularity of fast food

WHAT'S NEXT?

Increasing product variety to fuel growth

Busy lifestyles and rise of foodservice will boost demand

Unilever sets the pace in technological innovation

COMPETITIVE LANDSCAPE

Unilever maintains its leadership, thanks to its adaptability

Kenafic Industries Ltd registers rapid growth

CHANNELS

Supermarkets remains the largest channel in sauces, dips and condiments

E-commerce sees fastest growth but fails to increase its share

CATEGORY DATA

Table 1 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 2 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 3 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 5 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 6 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 7 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 8 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 11 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

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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

COMPETITIVE LANDSCAPE

Bidco Africa leads sales

Honey Care Africa achieves significant success

CHANNELS

Small local grocers continues to dominate sales

Forecourt retailers and e-commerce offer greater convenience

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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