



# Rice, Pasta and Noodles in Kenya

January 2026

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Rice continues to be Kenya's most popular staple

### INDUSTRY PERFORMANCE

Positive performance as products are considered essentials

Instant noodle pouches gains the most value share

### WHAT'S NEXT

Rice continues to account for most volume sales

Rising health consciousness influences product development

Sustainability key focus for rice production

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Sawake holds on to tight lead

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A positive picture in 2025

Rising health consciousness has growing influence

Growing focus on sustainability

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Growing demand for healthier options

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