



Edible Oils in Kenya

November 2025

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Edible Oils in Kenya - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

High prices, rising health consciousness and urbanisation shape sales

INDUSTRY PERFORMANCE

Minimal volume growth as prices rise

ALTERNATIVES

Rising health-consciousness drives growth in olive oil

WHAT'S NEXT?

Healthy eating trend will likely support volume gains

Growing focus on functional benefits

Producers to adopt sustainable agricultural practices

COMPETITIVE LANDSCAPE

Bidco Africa Ltd dominates edible oils, thanks to its wide product portfolio

Kapa Oil Refineries Ltd gains traction

CHANNELS

Small local grocers remains the largest channel in edible oils

Retail e-commerce continues to expand

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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

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