



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Kenya

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Processed Meat, Seafood and Alternatives To Meat in Kenya - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing economy supports growth

INDUSTRY PERFORMANCE

Healthy performance in 2025

Frozen processed red meat gains most value share

WHAT'S NEXT?

Positive outlook for processed meat, seafood and alternatives to meat

Processed seafood benefits from healthier positioning

Sustainability a growing focus over forecast period

COMPETITIVE LANDSCAPE

Farmer's Choice holds on to commanding lead

Both Farmer's Choice and second-placed Quality Meat Packers gain most value share

CHANNELS

Supermarkets continue to dominate distribution

Retail e-commerce gains most value share

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in Kenya - Industry Overview

EXECUTIVE SUMMARY

Healthy growth across the board

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

A positive picture in 2025

Rising health consciousness has growing influence

Growing focus on sustainability

WHAT'S NEXT?

Continuing healthy growth over forecast period
Innovation way to stand out from crowd
Growing demand for healthier options

COMPETITIVE LANDSCAPE

Kapa Oil Refineries registers highest value growth

CHANNELS

Small local grocers are the largest distribution channel
Small local grocers gains most value share

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-kenya/report.