



Euromonitor  
International

# Rice, Pasta and Noodles in Kenya

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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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Rising health consciousness has growing influence

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rice-pasta-and-noodles-in-kenya/report](http://www.euromonitor.com/rice-pasta-and-noodles-in-kenya/report).

