



**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

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 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](http://www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-kenya/report).