

# Meals and Soups in Kenya

November 2023

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## Meals and Soups in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for soup is still limited to urban consumers within Kenya  
Changing consumer lifestyles and urbanisation spurs the demand for ready meals  
The ease and convenience of e-commerce leads to increased share

#### PROSPECTS AND OPPORTUNITIES

Convenience of shelf stable soup boosts volume sales  
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