

Introduction

The manufacturing industry is a diverse and complex field, encompassing a variety of sectors. Despite the variation in sectoral activities, the regulations set for the industry are still binding. In Kenya, the manufacturing sectors include but not limited to chemical and allied metals and allied, food, beverages and tobacco, textiles and garments and pharmaceuticals. This report will delve into the food, beverages and tobacco sector and will examine the various factors which drive the sector in Kenya. Each category within the sector will be analyzed separately. Additionally, it will provide a brief highlight of the companies and entities which are notable as strong market competitors in each category. Finally, a conclusion will be provided, summarizing the key points.

The Food Sub-Sector

Kenya is largely an agricultural country, lying within a geographical region which supports the growth of various crops both for commercial and domestic consumption purposes. The food sub-sector locally is divided into formal foodstuff vendors and open air markets. The former caters for the high-end and middle-class population while open air markets are more popular with the low-end consumers. Open air markets are famed for being price-friendly and possessing a wider variety of common household-demanded fresh produce. For purposes of this report, however, formal foodstuff vendors will be analyzed.

The retail food market is made up of 5 large players and a number of smaller entities...

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