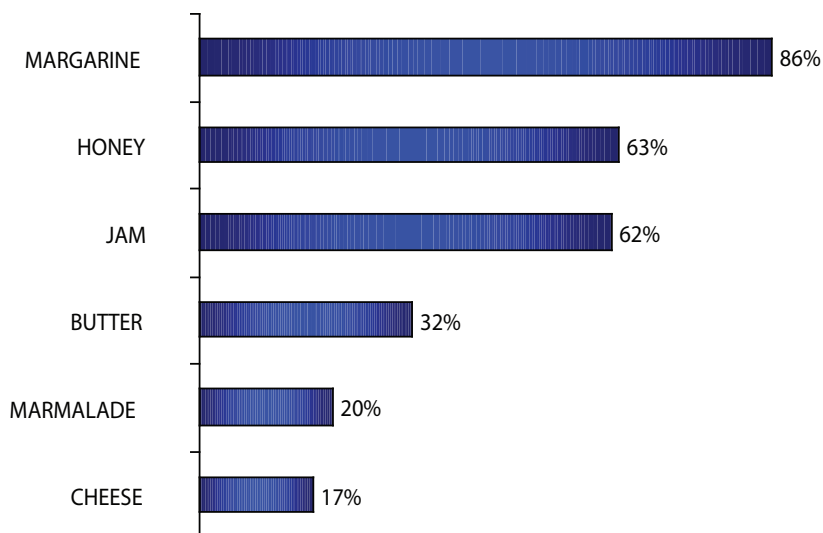




Our daily bread

Somebody once said that only dull people are brilliant at breakfast, but that was long before the advent of the modern Kenyan.

■ Spreads: Eaten Last 12 Months



Kenyans may whine and sulk about almost anything, but there is always a constant:

You cannot separate them at the breakfast table. Breakfast for a long time has been synonymous with bread in 97% of all households in Kenya. But if you really value the happiness of those who sit at your breakfast table, place before them bread, margarine, honey, jam and butter in that order as well and they would toast to your generosity..

About TGI

Did you know that TGI is the single most robust research study ever conducted in East Africa?

Apart from its 16000+ sample, TGI covers the following sectors:

- *Toiletries and Cosmetics*
- *Food*
- *Pharmaceuticals*
- *Clothing*
- *Holidays and Travel*
- *Communication*
- *Confectionery*
- *Household*
- *Shopping*
- *Alcoholic beverages*
- *Leisure*
- *Tobacco*
- *Non-Alcoholic Beverages*
- *Motoring*
- *Appliances and Durables*
- *Financial Services*



Data source: TGI (urban.peri-urban 2006)

Inferences: **Consumer Insight**

More information: Call Githinji on **536764/5**,
email tgi@ciafrica.com