

Other Hot Drinks in Kenya

Market Direction | 2023-01-10 | 19 pages | Euromonitor

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Report description:

Other hot drinks continued to be a sizeable product area in Kenya and accounted for significantly more value sales than coffee. Other hot drinks also outperformed both tea and coffee in 2022, with healthy constant value growth. Though inflation was high, due to the energy crisis triggered by the war in Ukraine, the full impact of the global oil price rises and other commodity price rises on domestic prices were cushioned by government subsidies and this supported value sales of other hot drinks.

Euromonitor International's Other Hot Drinks in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Other Hot Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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