

Juice in Kenya

Market Direction | 2023-01-16 | 25 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

BIDCO is keeping pace with the fast-growing healthy drinks market by expanding its customer base to working-aged people and teenagers. After relaunching Golden Fry as a healthy cooking oil in 2021 to target consumers worried about obesity and diabetes, BIDCO has launched a fruit juice called joOz Boost + (plus), as immunity boosting food and drink remain in high demand since the COVID-19 crisis. The present day consumer is health conscious, and remains keen on products that help to boost the fun...

Euromonitor International's Juice 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Juice in Kenya
Euromonitor International
January 2023

List Of Contents And Tables

JUICE IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

BIDCO launches immunity boosting fruit juice.

Peptang maker entices Kenyans with bottled dawa.

Decline in sales for Ceres maker as it recalls apple juice over high levels of toxins

PROSPECTS AND OPPORTUNITIES

Increased taxation and inflation stunting growth of the manufacturing sector

Shift to fresh natural juice dampening category growth of packaged juices.

Brands targeting consumers through online promotions

CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2017-2022

Table 2 Off-trade Sales of Juice by Category: Value 2017-2022

Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Juice by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Juice: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Juice: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Juice: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027

Table 10 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027

Table 11 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027

Table 12 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

SOFT DRINKS IN KENYA

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by: Volume Channel2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by: % Volume Growth Channel2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 25	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 26	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 27	NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 28	LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 29	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 30	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 31	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 32	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 33	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 34	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 35	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 36	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 37	Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 38	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Juice in Kenya

Market Direction | 2023-01-16 | 25 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com