

Hot Drinks in Kenya

Market Direction | 2024-01-29 | 34 pages | Euromonitor

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Report description:

Hot drinks in Kenya showed a solid performance in 2023, with growth in total volume sales surpassing that recorded in 2022. This improvement was primarily driven by buoyant demand in tea, by far the largest of the three main categories, though coffee and other hot drinks also saw off- and on-trade volume sales increase. Along with population growth and traditional consumption habits, favourable socioeconomic trends supported the positive development of the market. In particular, the sustained ex...

Euromonitor International's 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- * Get a detailed picture of the 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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