

## **Other Hot Drinks in Kenya**

Market Direction | 2024-01-29 | 21 pages | Euromonitor

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### **Report description:**

Chocolate-based flavoured powder drinks was the most dynamic performer within other hot drinks in Kenya in retail volume growth terms in 2023. Together with the expansion of the country's middle-income population, the enduring indulgence appeal of such products and their increasing use as ingredients for baking ensured demand remained buoyant. Additionally, the aggressive promotion of leading brands helped to maintain consumer interest in the category. Cadbury Kenya Ltd was one of the most activ...

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 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: 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Euromonitor International  
January 2024

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