

## **Bottled Water in Kenya**

Market Direction | 2024-02-05 | 26 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Growth in off-trade volume sales of bottled water in Kenya in 2023 was weaker than in 2022. This was partly due to the resumption of pre-pandemic routines, with retail demand slowing as people spent less time at home. The downturn was also attributable to steep price increases and falling purchasing power as recent tax hikes and inflationary pressures continued to bite. The latter trends made many consumers more inclined to buy cheaper unpackaged water in bulk from informal sellers or vending ma...

Euromonitor International's Bottled Water 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

Why buy this report?

- \* Get a detailed picture of the Bottled Water 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Bottled Water in Kenya  
Euromonitor International  
February 2024

### List Of Contents And Tables

#### **BOTTLED WATER IN KENYA**

##### **KEY DATA FINDINGS**

##### **2023 DEVELOPMENTS**

Retail demand remains robust despite slowdown

Consumption still heavily concentrated in off-trade channels

Intense competition continues to fuel brand differentiation efforts

##### **PROSPECTS AND OPPORTUNITIES**

Limited access to safe drinking water will continue to buoy off-trade volume sales

More players expected to introduce flavoured and functional products

Sustainability initiatives will remain focused on packaging

##### **CATEGORY DATA**

Table 1 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 2 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 3 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

#### **SOFT DRINKS IN KENYA**

##### **EXECUTIVE SUMMARY**

Soft drinks in 2023: The big picture

2023 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 Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023  
Table 22 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023  
Table 23 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023  
Table 24 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023  
Table 25 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023  
Table 26 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023  
Table 27 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023  
Table 28 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023  
Table 29 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023  
Table 30 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023  
Table 31 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028  
Table 32 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028  
Table 33 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028  
Table 34 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028  
Table 35 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028  
Table 36 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028  
Table 37 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028  
Table 38 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

## Bottled Water in Kenya

Market Direction | 2024-02-05 | 26 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@scotts-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@scotts-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                          | 2025-05-08           |
|               |                      | Signature                     | <input type="text"/> |

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com