

Carbonates in Kenya

Market Direction | 2024-02-05 | 29 pages | Euromonitor

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Report description:

Carbonates in Kenya showed another impressive performance in 2023, with off- and on-trade volume sales increasing at robust rates. Favourable demographic trends, rising urbanisation and the expansion of the country's middle class continued to underpin the positive development of the category. In particular, it profited from the fact that people under 30 years old now make up the vast majority of the population, as young adults and adolescents are the main consumers of these types of soft drinks.

Euromonitor International's Carbonates 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: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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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Table of Contents:

Carbonates in Kenya
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List Of Contents And Tables

CARBONATES IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Favourable demographic and socioeconomic trends continue to buoy demand

Coca-Cola launches Recipe For Magic prize competition

Highlands expands Club Soda range with lemonade/lime variant

PROSPECTS AND OPPORTUNITIES

Maturity and changing consumer preferences expected to temper volume growth

Reduced sugar and sugar-free varieties will be a focal point for innovation

Further distribution gains likely for the e-commerce channel

CATEGORY DATA

Table 1 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 3 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 4 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 5 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 6 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 7 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 8 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 9 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 10 □LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 11 □NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 12 □LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 13 □Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 14 □Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 15 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 16 □Forecast Off-trade Sales of Carbonates 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 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

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Table 21 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
Table 22 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
Table 23 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
Table 24 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
Table 25 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 26 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 27 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 28 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 29 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 30 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 31 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 32 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 33 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 34 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 35 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 39 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 40 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 41 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 42 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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