

Soft Drinks in Kenya

Market Direction | 2024-02-05 | 63 pages | Euromonitor

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Report description:

While soft drinks in Kenya continued to develop positively in total volume sales terms in 2023, growth was weaker than in 2022. This was partly attributable to increasing maturity, but mainly due to the spike in inflation fuelled by the global recovery from the pandemic and the fallout of Russia's invasion of Ukraine. As the cost of living soared and purchasing power fell, most people became more inclined to rein in discretionary spending. As a result, several categories experienced a slowdown i...

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

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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.

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Table of Contents:

Soft Drinks in Kenya
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List Of Contents And Tables

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 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 14 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 15 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 16 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 17 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 18 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 19 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 20 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 21 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 22 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 23 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 24 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 25 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 26 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

CARBONATES IN KENYA

KEY DATA FINDINGS

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

Table 28 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 29 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 30 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 31 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 32 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 33 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 34 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 36 □LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 37 □NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 38 □LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 39 □Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 40 □Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 41 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 42 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

JUICE IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail demand slows as high inflation drives up prices and erodes purchasing power

Innovation helps Kevian Kenya Ltd to consolidate its leadership

Coca-Cola makes its Minute Maid brand available in new Tetra Pak carton

PROSPECTS AND OPPORTUNITIES

Retail demand for 100% juice set to decline consistently

Nectars (25-99% juice) expected to post strongest growth in off-trade volume sales

Health and wellness trend will continue to shape new product development activity

CATEGORY DATA

Table 43 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 44 Off-trade Sales of Juice by Category: Value 2018-2023

Table 45 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 46 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 47 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 48 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 49 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 50 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 51 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 52 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 53 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

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Table 54 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

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

Table 56 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 57 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 58 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 59 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 60 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 61 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 62 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 63 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 64 □Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 65 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 66 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SPORTS DRINKS IN KENYA

2023 DEVELOPMENTS

Growing participation in sports and fitness activities boosts demand

Competition from alternative product types continues to limit sports drinks penetration

E-commerce gains importance as a distribution channel

PROSPECTS AND OPPORTUNITIES

Outlook is favourable but sports drinks will remain a niche area

More players expected to launch reduced sugar and sugar-free products

Marketing investment will be focused on social media and event sponsorship

ENERGY DRINKS IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Busier lifestyles strengthen appreciation for stimulant effect of energy drinks

Young adults remain the core target demographic for promotional activities

Red Bull maintains huge lead as high inflation increases appeal of cheaper brands

PROSPECTS AND OPPORTUNITIES

Robust growth in off-trade volume sales projected

Reduced sugar category set to show the fastest development

Producers will continue to increase investment in social media advertising

CATEGORY DATA

Table 67 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 68 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 69 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

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Table 70 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 71 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 72 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 73 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 74 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 75 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 76 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 77 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 78 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

CONCENTRATES IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Easing of the pandemic and health concerns subdue demand for liquid concentrates

Appeal of powder concentrates continues to dwindle

Milly launches new Picana range made with real fruit pulp

PROSPECTS AND OPPORTUNITIES

Unit volume sales of liquid concentrates set to decline steadily

Manufacturers expected to focus on developing new health-oriented products

Concentrates producers will continue working to improve sustainability credentials

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 79 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 80 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 81 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 82 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 83 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2019-2023

Table 84 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 85 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 86 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 87 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 88 □LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 89 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 90 □Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 91 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 92 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA IN KENYA

2023 DEVELOPMENTS

RTD tea profits from growing preference for healthier soft drinks

Kenyans show increasing interest in carbonated varieties and kombucha

Demand remains concentrated among more affluent urban consumers

PROSPECTS AND OPPORTUNITIES

RTD tea consumption set to continue rising gradually

More players expected to introduce reduced sugar products

Social media influencers likely to gain prominence in marketing strategies

RTD COFFEE IN KENYA

2023 DEVELOPMENTS

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Consumer awareness of RTD coffee remains low

Convenience factor and potential health benefits help to lift demand

Exposure to cold brew coffee in on-trade outlets strengthens interest in RTD products

PROSPECTS AND OPPORTUNITIES

Penetration expected to improve but RTD coffee will remain a negligible category

Flavour diversification should help to boost demand among younger demographics

Health and environmental concerns will continue to influence competitive strategies

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