

## **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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## 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

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## KEY DATA FINDINGS

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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

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E-commerce gains importance as a distribution channel

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

Marketing investment will be focused on social media and event sponsorship

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### KEY DATA FINDINGS

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Appeal of powder concentrates continues to dwindle

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### 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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