

Carbonates in Kenya

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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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Coca-Cola launches Recipe For Magic prize competition

Highlands expands Club Soda range with lemonade/lime variant

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