

## **Juice in Kenya**

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

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### **Report description:**

While juice continued to expand in retail volume terms in 2023, growth was down substantially on 2022 and also lower than the CAGR for the entire review period. This was partly explained by increasing maturity, but mainly attributable to rising prices and falling purchasing power among consumers as Kenya continued to experience high inflation due to factors related to the global recovery from the pandemic and Russia's invasion of Ukraine. Upward pressure on unit prices was further exacerbated by...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- \* Get a detailed picture of the Juice 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 makes its Minute Maid brand available in new Tetra Pak carton

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