

## **Soft Drinks in Kenya**

Market Direction | 2025-01-20 | 54 pages | Euromonitor

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### **Report description:**

Overall, soft drinks in Kenya registered healthy volume growth in 2024.

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 (2020-2024), 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 2029 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.

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 still dominates, but competitors looking for a bigger slice

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Inflation dampens volume sales

Kombucha gains momentum

### PROSPECTS AND OPPORTUNITIES

Increasing health-awareness drives product innovation.

Digital marketing and social media boost RTD tea

## RTD COFFEE IN KENYA

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#### 2024 DEVELOPMENTS

Though niche, RTD coffee registers growth.

Health-consciousness driving demand for premium RTD coffee

On-the-go consumption drives growth in RTD coffee

#### PROSPECTS AND OPPORTUNITIES

Further growth in demand over forecast period.

Space for more affordable brands.

Continuing low penetration in rural areas

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