

# Bottled Water in Kenya

February 2024

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## Bottled Water in Kenya - Category analysis

### 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

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