



Concentrates in Kenya

February 2024

Table of Contents

Concentrates in Kenya - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Easing of the pandemic and health concerns subdue demand for liquid concentrates

Appeal of powder concentrates continues to dwindle

Milly launches new Picana range made with real fruit pulp

PROSPECTS AND OPPORTUNITIES

Unit volume sales of liquid concentrates set to decline steadily

Manufacturers expected to focus on developing new health-oriented products

Concentrates producers will continue working to improve sustainability credentials

CATEGORY DATA

Concentrates Conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 2 - Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 3 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2019-2023

Table 6 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 7 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 8 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 9 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 10 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 11 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 12 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 14 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

Soft Drinks in Kenya - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments.

Foodservice vs retail split.

What next for soft drinks?

MARKET DATA

Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 25 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 26 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 32 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 33 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 34 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 37 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 38 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 39 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 40 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/concentrates-in-kenya/report.