

Carbonates in Kenya

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Carbonates in Kenya - Category analysis

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2023 DEVELOPMENTS

Favourable demographic and socioeconomic trends continue to buoy demand

Coca-Cola launches Recipe For Magic prize competition

Highlands expands Club Soda range with lemonade/lime variant

PROSPECTS AND OPPORTUNITIES

Maturity and changing consumer preferences expected to temper volume growth

Reduced sugar and sugar-free varieties will be a focal point for innovation

Further distribution gains likely for the e-commerce channel

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