



Euromonitor
International

Bottled Water in Kenya

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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

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Limited access to safe drinking water will continue to buoy off-trade volume sales
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Sustainability initiatives will remain focused on packaging

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Soft Drinks in Kenya - Industry Overview

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