



Euromonitor
International

Juice in Kenya

February 2024

Table of Contents

Juice in Kenya - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail demand slows as high inflation drives up prices and erodes purchasing power
Innovation helps Kevian Kenya Ltd to consolidate its leadership
Coca-Cola makes its Minute Maid brand available in new Tetra Pak carton

PROSPECTS AND OPPORTUNITIES

Retail demand for 100% juice set to decline consistently
Nectars (25-99% juice) expected to post strongest growth in off-trade volume sales
Health and wellness trend will continue to shape new product development activity

CATEGORY DATA

- Table 1 - Off-trade Sales of Juice by Category: Volume 2018-2023
- Table 2 - Off-trade Sales of Juice by Category: Value 2018-2023
- Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
- Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023
- Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
- Table 7 - NBO Company Shares of Off-trade Juice: % Value 2019-2023
- Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023
- Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
- Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028
- Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Off-trade Sales of Juice 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 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
- Table 26 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 27 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 28 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 29 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 30 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 31 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 32 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 33 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 34 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 35 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 36 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 37 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 38 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - 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/juice-in-kenya/report.