



# Bottled Water in Kenya

February 2024

Table of Contents

## 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

#### CATEGORY DATA

Table 1 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023  
Table 2 - Off-trade Sales of Bottled Water by Category: Value 2018-2023  
Table 3 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023  
Table 4 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023  
Table 6 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023  
Table 7 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023  
Table 8 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023  
Table 9 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028  
Table 10 - Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028  
Table 11 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028  
Table 12 - Forecast Off-trade Sales of Bottled Water 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

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## SOURCES

Summary 1 - Research Sources

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