



Euromonitor  
International

# Soft Drinks in Kenya

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DISCLAIMER

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Still bottled water continues to dominate  
Rising prices lead to shift toward budget-friendly bottled water choices.  
KPC enters drinking water business in revenue push.

## PROSPECTS AND OPPORTUNITIES

Sustainability a growing concern  
Shift towards refillable water solutions dampens volume sales.  
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## Carbonates in Kenya

## KEY DATA FINDINGS

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Increasing demand for reduced sugar options  
Coca-Cola still dominates, but competitors looking for a bigger slice

## PROSPECTS AND OPPORTUNITIES

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## CATEGORY DATA

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Juice in Kenya

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers continue to be price sensitive

Health-consciousness driving consumers to seek natural and low-sugar options.

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PROSPECTS AND OPPORTUNITIES

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Energy drinks best performing soft drink in 2024

Younger consumers fuels growth of energy drinks.

Increasing competition for Red Bull

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