



Tea in Kenya

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Other tea registers highest value growth
Tea bags continue to outperform loose tea
Ketepa launches premum offering, Chai Gold.

PROSPECTS AND OPPORTUNITIES

Sri Lankan firm Browns acquisition of Kenya's Lipton Tea estates shakes up the competitive landscape
Sustainability increasingly important
Consumers remain price sensitive

CATEGORY DATA

- Table 1 - Retail Sales of Tea by Category: Volume 2019-2024
- Table 2 - Retail Sales of Tea by Category: Value 2019-2024
- Table 3 - Retail Sales of Tea by Category: % Volume Growth 2019-2024
- Table 4 - Retail Sales of Tea by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Tea: % Retail Value 2020-2024
- Table 6 - LBN Brand Shares of Tea: % Retail Value 2021-2024
- Table 7 - Forecast Retail Sales of Tea by Category: Volume 2024-2029
- Table 8 - Forecast Retail Sales of Tea by Category: Value 2024-2029
- Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2024-2029
- Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2024-2029

Hot Drinks in Kenya - Industry Overview

EXECUTIVE SUMMARY

Hot drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for hot drinks?

MARKET DATA

- Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024
- Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024
- Table 13 - Retail Sales of Hot Drinks by Category: Volume 2019-2024
- Table 14 - Retail Sales of Hot Drinks by Category: Value 2019-2024
- Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024
- Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2019-2024
- Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2019-2024
- Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024
- Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2020-2024
- Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024
- Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024
- Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2019-2024
- Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2024
- Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029
- Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

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/tea-in-kenya/report.