



# Juice in Kenya

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers continue to be price sensitive  
Health-consciousness driving consumers to seek natural and low-sugar options.  
Stable competition as leading brands focus on innovation and digital expansion.

PROSPECTS AND OPPORTUNITIES

Rising demand for functional juices to drive innovation  
Sustainability increasingly important.  
Uncertainties remain, including drought

CATEGORY DATA

- Table 1 - Off-trade Sales of Juice by Category: Volume 2019-2024
- Table 2 - Off-trade Sales of Juice by Category: Value 2019-2024
- Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2019-2024
- Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2020-2024
- Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2021-2024
- Table 7 - NBO Company Shares of Off-trade Juice: % Value 2020-2024
- Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2021-2024
- Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2024-2029
- Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2024-2029
- Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

Soft Drinks in Kenya - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture  
2024 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 2019-2024
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
- Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

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## SOURCES

Summary 1 - Research Sources

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