



# Juice in Kenya

February 2024

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## 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  
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