

# Tea in Kenya

January 2024

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#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Tea bags increasingly favoured over loose tea Fruit/herbal tea consumption bolstered by rising health-consciousness Gold Crown Beverages remains one of Kenya's best performing tea producers

#### PROSPECTS AND OPPORTUNITIES

Preventive health trend will continue to broaden appeal of green tea Sasini set to adopt solar power for its tea estates in Kenya Further distribution gains projected for e-commerce

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