



Euromonitor
International

Other Hot Drinks in Kenya

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Other Hot Drinks in Kenya - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Other hot drinks continue their upward trajectory

INDUSTRY PERFORMANCE

Health and wellness trend and innovation drive growth of malt-based drinks

Convenient chocolate-based flavoured powder drinks

WHAT'S NEXT?

Promising outlook for other hot drinks

Technological advances in production process

Health and wellness and sustainability: growing complementary trends

COMPETITIVE LANDSCAPE

Nestlé Foods Kenya leads thanks to its longstanding presence

Cadbury Kenya offers a wide range of hot drink options tailored to diverse consumer preferences

CHANNELS

Supermarkets attract consumers with frequent price promotions

Convenient e-commerce is the most dynamic distribution channel

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Hot Drinks in Kenya - Industry Overview

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Tea remains Kenya's most popular hot drink

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INDUSTRY PERFORMANCE

Population growth and urbanisation underpin rising demand for hot drinks

Downtrading amid rising price sensitivity

New products shape market expansion

WHAT'S NEXT?

Growth fuelled by rising disposable incomes, urbanisation and population growth

Enhanced product visibility and availability via e-commerce and modernisation of the retail landscape

Promotion of green value chains and regenerative agriculture

COMPETITIVE LANDSCAPE

Kenya Tea Packers maintains its leading position in 2025

Smaller players gaining traction with innovative products and aggressive marketing strategies

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