

# Energy Drinks in Kenya

February 2024

**Table of Contents** 

# Energy Drinks in Kenya - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Busier lifestyles strengthen appreciation for stimulant effect of energy drinks

Young adults remain the core target demographic for promotional activities

Red Bull maintains huge lead as high inflation increases appeal of cheaper brands

### PROSPECTS AND OPPORTUNITIES

Robust growth in off-trade volume sales projected

Reduced sugar category set to show the fastest development

Producers will continue to increase investment in social media advertising

#### CATEGORY DATA

Table 1 - Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 2 - Off-trade Sales of Energy Drinks: Value 2018-2023

Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 9 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 10 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 11 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 12 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

# Soft Drinks in Kenya - Industry Overview

# **EXECUTIVE SUMMARY**

Soft drinks in 2023: The big picture

2023 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 2018-2023

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 26 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 27 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

- Table 28 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
- Table 29 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
- Table 30 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
- Table 31 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
- Table 32 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
- Table 33 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
- Table 34 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
- Table 35 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
- Table 36 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
- Table 37 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
- Table 38 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

## 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/energy-drinks-in-kenya/report.