

# Bottled Water in Kenya

January 2023

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## Bottled Water in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Rise in water vendors affects sales

Increasing demand for flavoured water amongst health aware consumers.

Changing lifestyles to boost category sales.

#### PROSPECTS AND OPPORTUNITIES

High taxation and cost of living to hit sales

E-commerce to continue appealing to the middle class.

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