

Bottled Water in Kenya

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Abstracts

Growth in off-trade volume sales of bottled water in Kenya in 2023 was weaker than in 2022. This was partly due to the resumption of pre-pandemic routines, with retail demand slowing as people spent less time at home. The downturn was also attributable to steep price increases and falling purchasing power as recent tax hikes and inflationary pressures continued to bite. The latter trends made many consumers more inclined to buy cheaper unpackaged water in bulk from informal sellers or vending ma...

Euromonitor International's Bottled Water in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Bottled Water market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Bottled Water in Kenya
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LIST OF CONTENTS AND TABLES

BOTTLED WATER IN KENYA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail demand remains robust despite slowdown
Consumption still heavily concentrated in off-trade channels
Intense competition continues to fuel brand differentiation efforts

PROSPECTS AND OPPORTUNITIES

Limited access to safe drinking water will continue to buoy off-trade volume sales
More players expected to introduce flavoured and functional products
Sustainability initiatives will remain focused on packaging

CATEGORY DATA

Table 1 Off-trade Sales of Bottled Water by Category: Volume 2018-2023
Table 2 Off-trade Sales of Bottled Water by Category: Value 2018-2023
Table 3 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023
Table 4 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023
Table 6 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023
Table 7 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023
Table 8 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023
Table 9 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028
Table 10 Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028
Table 11 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028
Table 12 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SOFT DRINKS IN KENYA

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 2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

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

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SOURCES

Summary 1 Research Sources

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