

# Energy Drinks in Kenya

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## Abstracts

Energy drinks in Kenya recorded a modest slowdown in off-trade volume sales growth in 2023. This was partly the result of encroaching maturity, but also attributable to price hikes and falling purchasing power amidst persistently high inflation. Nonetheless, retail demand remained healthy overall, with appreciation for the stimulant effect of these products increasing as consumer lifestyles became busier due to economic development, rising urbanisation and the return to regular routines in the w...

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

Get a detailed picture of the Energy Drinks 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.

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