

# RTD Coffee in Kenya

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## Abstracts

RTD coffee is not expected to gain any significant presence in Kenya in 2020, as awareness of products in this category is expected to remain extremely low. Consumers in Kenya are unsure about RTD coffee as there is little public knowledge of how these products are made of what ingredients they contain. Products such as RTD coffee are largely unfamiliar to the majority of consumers in the country and so most consumers will continue to turn to traditional coffee products over RTD options. Coffee...

Euromonitor International's RTD Coffee 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 (2015-2019), 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 2024 illustrate how the market is set to change.

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

### Why buy this report?

Get a detailed picture of the RTD Coffee 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

### KEY DATA FINDINGS

#### 2020 IMPACT

Lack of awareness hampers growth of RTD coffee

COVID-19 will further restrict growth in RTD coffee

COVID-19 foodservice closures are bad news for RTD coffee

#### RECOVERY AND OPPORTUNITIES

Changing consumer needs to shape RTD coffee as Coca-Cola leads innovation

Lack of awareness continues to restrict growth

Reopening of foodservice will help the category

#### EXECUTIVE SUMMARY

COVID-19 impact on soft drinks

COVID-19 country impact

Company response

Retailing shift

Foodservice vs retail split

What next for soft drinks?

#### MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2015-2020

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2015-2020

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2015-2020

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2015-2020

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2019

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2019

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2019

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2019

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2015-2020

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2015-2020

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2015-2020

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2015-2020

Table 13 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2016-2020

Table 14 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2017-2020

Table 15 NBO Company Shares of Off-trade Soft Drinks: % Value 2016-2020

Table 16 LBN Brand Shares of Off-trade Soft Drinks: % Value 2017-2020

Table 17 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2015-2020

Table 18 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2020

Table 19 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 20 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 21 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 22 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 23 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 24 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 25 Forecast Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 26 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

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SOURCES

Summary 1 Research Sources

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