

# RTD Tea in Kenya

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## Abstracts

The distribution of RTD tea remains very limited in Kenya, with a very low level of consumer awareness. Kenya is a tea-drinking country (as well as a major exporter of tea), but most local consumers prefer their tea to be freshly brewed, rather than in bottles or cans. Manufacturers of RTD tea are seeking to raise awareness of their brands by promoting them on social media. However, even when they are made aware of RTD tea, many local consumers remain sceptical of it – particularly at it is much...

Euromonitor International's RTD Tea 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 (2017-2021), 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 2026 illustrate how the market is set to change.

**Product coverage:** Carbonated RTD Tea and Kombucha, Still RTD Tea.

**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 Tea 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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