

# Carbonated Soft Drinks Market in Kenya 2021

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## Abstracts

Carbonated soft drinks (CSD) represent the second largest volume segment of non-alcoholic drinks, after water, worldwide. Carbon dioxide gas is incorporated into beverages at high pressure, which gives them an effervescent taste. CSD is further classified as colas, lemon, orange, lime and others. A study by StrategyHelix indicates that the carbonated soft drinks market in Kenya is expected to increase by US\$ 310 million from 2021 to 2027, garnering a CAGR of 8.3% during the forecast period.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for carbonated soft drinks. The Kenya carbonated soft drinks market is segmented on the basis of product, and distribution channel. Based on product, the carbonated soft drinks market in Kenya is categorized into colas, non-colas. The non-colas segment captured the largest share of the market in 2020. On the basis of distribution channel, the carbonated soft drinks market in Kenya has been segmented into supermarkets, groceries, online, others.

The colas market is further segmented into regular colas, and low-calorie colas. According to the research, the regular colas segment had the largest share in the carbonated soft drinks market in Kenya. Furthermore, the non-colas market has been categorized into lemonade, orange, and others.

The competitive landscape of the market is highly consolidated and dominated by key players such as The Coca-Cola Company, PepsiCo Inc.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the carbonated soft drinks market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

### Report Scope

Product: colas, non-colas

Distribution channel: supermarkets, groceries, online, others

Years considered: this report covers the period 2017 to 2027

### Key Benefits for Stakeholders

Get a comprehensive picture of the Kenya carbonated soft drinks market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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