

Energy Drinks Market in Kenya 2021

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Abstracts

Energy drinks are widely promoted as products that increase energy and enhance mental alertness and physical performance. These drinks contain high levels of a stimulant ingredient, usually caffeine, as well as sugar and often supplements, such as vitamins or carnitine. According to StrategyHelix, the energy drinks market in Kenya is anticipated to expand positively at a CAGR of 10.9% during the forecast period (2021-2027). Increasing popularity of various product offerings, growing consumer inclination toward reduced sugar & sugar-free beverages, increased promotional and advertisement strategies by the manufacturers are expected to boost the market growth in the coming years.

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 energy drinks. The Kenya energy drinks market is segmented on the basis of product, end user, and distribution channel. Based on product, the energy drinks market in Kenya is categorized into regular, sugar-free. The regular energy drinks segment held the largest share of the Kenya energy drinks market in 2020 and is anticipated to hold its share during the forecast period. On the basis of end user, the energy drinks market in Kenya has been segmented into teenagers, adults, others. By distribution channel, the energy drinks market in Kenya has been segmented into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The report also includes the profiles of leading companies such as Red Bull GmbH, Osotspa Public Company Limited (OSP), Brava Food Industries Ltd.

Report Scope

Product: regular, sugar-free

End user: teenagers, adults, others

Distribution channel: supermarkets & hypermarkets, specialty stores, convenience

stores, grocery stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Kenya energy 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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Red Bull GmbH
Osotspa Public Company Limited (OSP)
Brava Food Industries Ltd.
About StrategyHelix
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