



Euromonitor  
International

# Carbonates in Kenya

December 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Rising disposable incomes, urbanisation and innovation drive growth in 2025

### INDUSTRY PERFORMANCE

Positive performance for carbonates supported by lifestyle trends

Reduced sugar cola carbonates benefits from innovation and health trend

### WHAT'S NEXT?

Carbonates set to continue their upward trajectory

Technological advancements enable improved product innovation

Rising importance of sustainability

### COMPETITIVE LANDSCAPE

Coca-Cola continues to dominate

Significant investment and a diverse portfolio drive growth of Coca-Cola

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Small local grocers maintain their lead

Robust growth of e-commerce

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## Soft Drinks in Kenya - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks remains resilient in 2025

### KEY DATA FINDINGS

## INDUSTRY PERFORMANCE

Rising demand for lighter, better-for-you options  
Escalating production costs drive price increases  
Consumer caution and downgrading

## WHAT'S NEXT?

Economic recovery and innovation will sustain growth  
Evolving consumer preferences and a more sophisticated retail landscape  
Sustainability to play an increasingly important role

## COMPETITIVE LANDSCAPE

Coca-Cola, present in the market since 1948, maintains its lead  
Coca-Cola strengthens its position through significant investment, acquisitions and diversifying its portfolio

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