



Euromonitor
International

Juice in Kenya

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2025 DEVELOPMENTS

Juice continues its upward trajectory in 2025

INDUSTRY PERFORMANCE

Moderate increase supported by population expansion and urbanisation

Affordable nectars record the strongest growth

WHAT'S NEXT?

Organic and functional juice to drive growth

Technological advances will lead to improved production efficiency

Sustainability is set to become increasingly important

COMPETITIVE LANDSCAPE

Kevian Kenya Ltd maintains its clear lead in 2025

Increased investment enables Kevian Kenya to expand its operations

CHANNELS

Supermarkets continue to gain ground thanks to their widespread presence, pricing, and convenience

Expansion of e-commerce platforms supports online sales

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[Soft Drinks in Kenya - Industry Overview](#)

EXECUTIVE SUMMARY

Soft drinks remains resilient in 2025

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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

CHANNELS

Leading small local grocers face an increasingly challenging operating landscape

Convenient e-commerce

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