



Euromonitor
International

Hot Drinks in Kenya

December 2025

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EXECUTIVE SUMMARY

Tea remains Kenya's most popular hot drink

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Population growth and urbanisation underpin rising demand for hot drinks

Downtrading amid rising price sensitivity

New products shape market expansion

WHAT'S NEXT?

Growth fuelled by rising disposable incomes, urbanisation and population growth

Enhanced product visibility and availability via e-commerce and modernisation of the retail landscape

Promotion of green value chains and regenerative agriculture

COMPETITIVE LANDSCAPE

Kenya Tea Packers maintains its leading position in 2025

Smaller players gaining traction with innovative products and aggressive marketing strategies

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INDUSTRY PERFORMANCE

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Instant coffee benefits from its low cost and convenience

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Technological advancements ensure enhanced innovation

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COMPETITIVE LANDSCAPE

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea remains Kenya's most popular hot drink

INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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[Other Hot Drinks in Kenya](#)

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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Nestlé Foods Kenya leads thanks to its longstanding presence

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