



# Hot Drinks in Kenya

December 2025

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## Hot Drinks in Kenya

### 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

Downdraining 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

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Rising interest in coffee

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## COMPETITIVE LANDSCAPE

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