



Bottled Water in Kenya

December 2025

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Bottled Water in Kenya - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concerns over unsafe tap water support demand

INDUSTRY PERFORMANCE

Bottled water is seen as a necessity with limited access to safe drinking water

Shifting lifestyles contribute to growth of still spring bottled water

WHAT'S NEXT?

Consumer distrust of tap water will continue to support demand for bottled water

Technological advancements will enable product innovation

Sustainable development infrastructure projects to address drinking water access issues

COMPETITIVE LANDSCAPE

Aquamist leads, offering a broad product range

Coca-Cola gains ground

CHANNELS

Supermarkets valued for their competitive pricing and promotions

Retail e-commerce offers unmatched convenience

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Soft Drinks in Kenya - Industry Overview

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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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