



Tea in Kenya

December 2025

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Tea in Kenya - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea remains Kenya's most popular hot drink

INDUSTRY PERFORMANCE

Black tea is culturally entrenched in Kenya

Instant tea sees strong growth, albeit from a low base

WHAT'S NEXT?

Tea's health and wellness benefits support continued growth

Further development of tea offering through technological advancements

Sustainable agricultural practices

COMPETITIVE LANDSCAPE

Ketepa maintains its commanding lead in 2025

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Supermarkets remains the leading channel in tea

Dynamic e-commerce

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Hot Drinks in Kenya - Industry Overview

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
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CHANNELS

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