



Euromonitor  
International

# Tea in Kenya

December 2025

Table of Contents

## 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

#### CHANNELS

Supermarkets remains the leading channel in tea

Dynamic e-commerce

#### CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2020-2025

Table 2 - Retail Sales of Tea by Category: Value 2020-2025

Table 3 - Retail Sales of Tea by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Tea by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Tea: % Retail Value 2021-2025

Table 6 - LBN Brand Shares of Tea: % Retail Value 2022-2025

Table 7 - Forecast Retail Sales of Tea by Category: Volume 2025-2030

Table 8 - Forecast Retail Sales of Tea by Category: Value 2025-2030

Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## 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  
Smaller players gaining traction with innovative products and aggressive marketing strategies

## CHANNELS

Consumers value the pricing and convenience of supermarkets  
Growing number of e-commerce platforms drives online sales  
Foodservice vs retail split

## MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025  
Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025  
Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025  
Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025  
Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025  
Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025  
Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025  
Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025  
Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025  
Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025  
Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025  
Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025  
Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025  
Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025  
Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025  
Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030  
Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030  
Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030  
Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030  
Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030  
Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030  
Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030  
Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030  
Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030  
Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/tea-in-kenya/report](http://www.euromonitor.com/tea-in-kenya/report).