



Euromonitor  
International

# Energy Drinks in Kenya

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## Energy Drinks in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Young, active consumers increasingly opt for energy drinks

#### INDUSTRY PERFORMANCE

Changing lifestyles and innovation support growth in 2025

Reduced sugar energy drinks benefit from rising health concerns

#### WHAT'S NEXT?

Energy drinks ' growth will be boosted by an increasingly active population

Enriched formulations through technological advancements

Influence of global health and wellness trends

#### COMPETITIVE LANDSCAPE

Red Bull leads, successfully differentiating itself from its competitors

Red Bull adapts to local trends and tastes

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Supermarkets lead and gain ground in 2025

E-commerce continues to expand

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Soft drinks remains resilient in 2025

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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

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## SOURCES

Summary 1 - Research Sources

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