



**Euromonitor
International**

Coffee in Kenya

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Coffee in Kenya - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising interest in coffee

INDUSTRY PERFORMANCE

Emerging coffee culture in Kenya supported by promotional campaigns

Instant coffee benefits from its low cost and convenience

WHAT'S NEXT?

Developing coffee culture supports future growth

Technological advancements ensure enhanced innovation

More sustainable practices anticipated

COMPETITIVE LANDSCAPE

Nestlé Foods Kenya Ltd leads thanks to its strong position in instant coffee

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Supermarkets retain their lead

Consumers value the convenience of 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

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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

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