



Energy Drinks in Kenya

December 2025

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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

CHANNELS

Supermarkets lead and gain ground 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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Summary 1 - Research Sources

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