

Alcoholic Drinks in Kenya

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Report description:

The alcoholic drinks category in Kenya made a strong recovery in retail volume sales in 2021, although overall consumption remained below pre-pandemic levels. The on-trade witnessed the strongest growth as establishments reopened after COVID-19 restrictions were eased. Consumer demand also rebounded in the off-trade following a small dip in 2020, buoyed by the return of consumer confidence as incomes improved. Kenyans have supported local manufacturers since the pandemic, opting for local brands...

Euromonitor International's Alcoholic Drinks in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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