

Beer in Kenya

Market Direction | 2022-07-28 | 25 pages | Euromonitor

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Report description:

Most Kenyans have a strong preference for beers when compared to other alcoholic drinks, which can be attributed to the authentic taste, relatively affordable prices, and widespread availability in most alcoholic drinks' retailers. Although there was a strong decline in overall consumption in 2020 due to the pandemic in the initial stages, there was a notable recovery in 2021 retail volume sales as the pandemic restrictions subsided. Kenyans enjoyment of beer is clear from the bounce-back in con...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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Euromonitor International
July 2022

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BEER IN KENYA

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Positive recovery in 2021 as Kenyan's preference for beer continues to drive category growth

Pilsner, White Cap, Tusker Malt and Tusker Lite brands suffer from pandemic squeeze on incomes

Canned drinks gain popularity in COVID-19 pandemic

PROSPECTS AND OPPORTUNITIES

Consumption of keg beer set to record stable performance post COVID-19

Players continue to recover from the effects of the pandemic, while EABL set to maintain lead

Positive recovery post-Covid-19 with the easing of restrictions and lifting of night curfew

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