

Beer in Kenya

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Beer in Kenya
Euromonitor International
July 2022

List Of Contents And Tables

BEER IN KENYA

KEY DATA FINDINGS

2021 DEVELOPMENTS

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

CATEGORY BACKGROUND

Lager price band methodology

Summary 1 Lager by Price Band 2020

CATEGORY DATA

Table 1 Sales of Beer by Category: Total Volume 2016-2021

Table 2 Sales of Beer by Category: Total Value 2016-2021

Table 3 Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Beer by Category: % Total Value Growth 2016-2021

Table 5 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 GBO Company Shares of Beer: % Total Volume 2017-2021

Table 10 NBO Company Shares of Beer: % Total Volume 2017-2021

Table 11 LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 12 Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 13 Forecast Sales of Beer by Category: Total Value 2021-2026

Table 14 Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 15 Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

ALCOHOLIC DRINKS IN KENYA

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Alcohol and Tobacco Companies concern over proposed 21% Excise Duty

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 17 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 18 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 19 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 20 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 25 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 26 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 27 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2020

Table 28 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 30 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 3 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Beer in Kenya

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-05
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com