

Rtds in Kenya

Market Direction | 2022-07-28 | 22 pages | Euromonitor

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Report description:

RTDs continue to witness better performance in 2021 as consumer demand recovers from the pandemic. Retail volume sales declined in both the on-trade and off-trade in 2020 as consumer budgets were squeezed and socialising was restricted. Consumers are drawn to the convenience of RTDs, which they can consume on-the-go or at home, whilst the pre-mixed content creates a convenient quick drink. Alongside the pandemic, stringent measures on drink driving imposed by the National Transport and Safety Au...

Euromonitor International's RTDs 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: Malt-based RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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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Table of Contents:

Rtds in Kenya
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List Of Contents And Tables

RTDS IN KENYA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Convenience continues to drive demand for RTDs

Spirit-based RTDs remain most popular among consumers

Packaging, taste and flavour key factors driving RTD growth

PROSPECTS AND OPPORTUNITIES

Positive recovery in 2021 following slow growth in 2020 closure of social events and gatherings

Manufacturers target social media marketing to push brand sales

Growing demand for malt-based RTDs among female consumers

CATEGORY DATA

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 15 Forecast Sales of RTDs 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

Drink driving

Advertising

Smoking ban

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Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Alcohol and Tobacco Companies concern over proposed 21% Excise Duty

Summary 1 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

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SOURCES

Summary 2 Research Sources

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