

Wine in Kenya

Market Direction | 2022-07-28 | 23 pages | Euromonitor

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Report description:

Although wine was not heavily impacted by COVID-19, the wine category recorded a better performance in 2021 in both the on-trade and off-trade. In contrast to the beer category, the majority of wine sales are made through the off-trade, which saw an increase in volume sales in 2020. Nevertheless, on-trade wine consumption was constrained by the closure of entertainment venues and restaurants to an extent. Weak economic conditions in 2020 also led to a reduction in consumer expenditure with many...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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