

## **Wine in Kenya**

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

### **AVAILABLE LICENSES:**

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

### **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.

## Table of Contents:

Wine in Kenya  
Euromonitor International  
July 2022

### List Of Contents And Tables

#### WINE IN KENYA

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Wine category makes positive recovery

Wine tasting events helping to drive wine awareness

E-commerce wine sales boosted by the pandemic

##### PROSPECTS AND OPPORTUNITIES

Strong growth prospects makes wine a target for investors

Improving lifestyles and the rising middle-class consumer segment will drive wine consumption

Urbanization set to boost wine category sales

##### CATEGORY DATA

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

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

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

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

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

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

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

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

Table 9 Forecast Sales of Wine by Category: Total Volume 2021-2026

Table 10 Forecast Sales of Wine by Category: Total Value 2021-2026

Table 11 Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026

Table 12 Forecast Sales of Wine 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

Opening hours

On-trade establishments

##### TAXATION AND DUTY LEVIES

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

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 13 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 14 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 15 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 16 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 17 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 18 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 19 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 20 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

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

Table 22 GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 23 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 24 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2020

Table 25 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 26 Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 27 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 28 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

**Wine in Kenya**

Market Direction | 2022-07-28 | 23 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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-09
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)