

Cider/Perry in Kenya

Market Direction | 2023-06-27 | 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:

Cider/perry in Kenya saw further expansion in 2022, with new entrants such as Kenya Originals, for example, bringing fresh products to the table. In 2022, Kenya Originals launched its KO cider, featuring distinctive flavour profiles including KO lime and ginger, and KO pineapple and mint. The player's commitment to sourcing local raw materials and expanding its distribution network, with a particular focus on residential wines and spirits outlets, signifies a strategic move within cider/perry in...

Euromonitor International's Cider/Perry 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Non Alcoholic Cider/Perry, Regular Cider/Perry.

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

Why buy this report?

- * Get a detailed picture of the Cider/Perry 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:

Cider/Perry in Kenya
Euromonitor International
June 2023

List Of Contents And Tables

CIDER/PERRY IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Emergence of new players boosts further growth in cider/perry in 2022

Surge in product variety is response to evolving consumer awareness

E-commerce channel proves profitable for cider/perry

PROSPECTS AND OPPORTUNITIES

Expansion of local cider production to propel growth

Innovative flavours will bolster sales

Retail expansion to support category expansion

CATEGORY DATA

Table 1 Sales of Cider/Perry: Total Volume 2017-2022

Table 2 Sales of Cider/Perry: Total Value 2017-2022

Table 3 Sales of Cider/Perry: % Total Volume Growth 2017-2022

Table 4 Sales of Cider/Perry: % Total Value Growth 2017-2022

Table 5 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 10 NBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 11 LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022

Table 12 Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 13 Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 14 Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 15 Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

ALCOHOLIC DRINKS IN KENYA

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

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 2017-2022

MARKET DATA

Table 17 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 18 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 19 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 20 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 25 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 26 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 27 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 28 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 29 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 30 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 31 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

Cider/Perry in Kenya

Market Direction | 2023-06-27 | 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	2026-02-06
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com