

Spirits in Kenya

Market Direction | 2023-06-27 | 27 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Spirits overall in Kenya has been experiencing a significant upswing in terms of total volume sales, due to the growing popularity of international brands. Increased importation of a diverse range of international spirits has been instrumental in fostering the consumption of these products. Top-tier international brands such as Johnnie Walker, Richot, Baileys, and Gilbeys have sustained a robust brand presence and exemplary distribution networks within the market.

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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:

Spirits in Kenya
Euromonitor International
June 2023

List Of Contents And Tables

SPIRITS IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

International brands galvanise spirits in Kenya in 2022

Manufacturers introduce new flavours in a bid to woo consumers

Rethinking distribution channels for broader reach

PROSPECTS AND OPPORTUNITIES

Spirits players to heighten focus on younger Kenyans

Economy brands will continue to strengthen

International brands will expand within spirits in Kenya

CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2017-2022

Table 2 Sales of Spirits by Category: Total Value 2017-2022

Table 3 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 4 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

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

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

Table 9 GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 10 □NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 11 □LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 12 □Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 13 □Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 14 □Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 15 □Forecast Sales of Spirits by Category: % 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Spirits in Kenya

Market Direction | 2023-06-27 | 27 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	2026-02-13
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com