

Wine in Kenya

Market Direction | 2023-06-27 | 24 pages | Euromonitor

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Report description:

Wine in Kenya saw continued strong and steady total volume sales growth in 2022, especially among the local middle-class consumer base. This expansion is predominantly fuelled by increased consumer awareness, which in turn is a result of concerted efforts by local wine manufacturers and importers to educate their clientele. Through extensive brand activations, consumers are learning about the diversity of wine products and how to pair them effectively with various cuisines.

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 (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: Fortified Wine and Vermouth, Non Alcoholic Wine, 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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Expanding retail sector further fuels wine consumption

Rising hospitality industry supports overall category growth

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