

Beer in Kenya

Market Direction | 2023-06-27 | 29 pages | Euromonitor

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Report description:

Influences on local consumer purchasing decisions and behaviour when it comes to beer have evolved over time in Kenya. While pricing used to be a key driver, there is now a discernible shift towards a more nuanced, sophisticated buying behaviour that places increased emphasis on product quality and unique flavour profiles. One of the biggest factors driving this transformation is a heightened awareness of health and wellness among Kenyan consumers. As they pay more attention to their lifestyle h...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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BEER IN KENYA

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Local brands strive to remain competitive amid international players

Rise of e-commerce accelerates sales

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Flavoured lager to gain greater ground thanks to rising interest from younger Kenyans

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