

Cigarettes in Kenya

Market Direction | 2023-07-03 | 23 pages | Euromonitor

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Report description:

There is a high level of illegal trade/counterfeit tobacco products in Kenya, especially cigarettes. These products manage to enter the country through porous borders and continuously pose a challenge to local manufacturers while damaging the overall industry performance and dampening sales volume. Illicit cigarettes are untaxed, making them cheaper in comparison. The current economic situation favours cheaper products, making them highly appealing to consumers living on restricted disposable bu...

Euromonitor International's Cigarettes 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 the new legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Cigarettes Including Fine Cut Stick Equivalent.

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

Why buy this report?

- * Get a detailed picture of the Cigarettes 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.

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Scotts International. EU Vat number: PL 6772247784

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

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CIGARETTES IN KENYA

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The illicit cigarette trade continues to pose a challenge to local manufacturers

E-cigarettes threaten the growth of cigarettes as vaping rises

Manufacturers focus on product innovation to remain competitive on the landscape

PROSPECTS AND OPPORTUNITIES

Positive outlook is driven by consumer demographics and economic changes

Khat continues to fuel industry growth as users pair the habit with smoking

High taxation is among strategies by government bodies to control tobacco use

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TOBACCO IN KENYA

EXECUTIVE SUMMARY

Scotts International. EU Vat number: PL 6772247784

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

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2022 key trends

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Retailing developments

What next for tobacco?

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Point-of-sale display bans

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