

## **Tobacco in Kenya**

Market Direction | 2023-07-03 | 35 pages | Euromonitor

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### **Report description:**

In 2022, the tobacco landscape in Kenya was shaped by ongoing inflation, rising price points and increasing health awareness. As such, premium cigarette brands continued to note a decline in sales, attributed to limited consumer budgets in the face of high inflation and rising cigarette price points. Consumers turned to cheaper offerings, driving the growth of economy brands. Additionally, the landscape has a high level of illegal trade and counterfeit tobacco products, challenging local manufac...

Euromonitor International's Tobacco 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, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

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

Why buy this report?

- \* Get a detailed picture of the Tobacco 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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## 2022 DEVELOPMENTS

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

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Middle and high-income consumers continue to drive product demand

Lack of local production enables international brands to dominate

## PROSPECTS AND OPPORTUNITIES

A growing number of female smokers drives growth on the landscape

Growth in cigars boosts online sales as e-commerce remains the main retail channel

A steady increase in awareness of cigars will boost growth across the forecast period

## CATEGORY DATA

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##### PROSPECTS AND OPPORTUNITIES

Increasing product awareness and consumers' shifting lifestyles boost growth

The influence of social media is set to increase the growth of e-vapour products

Increased taxation on vaping devices; a strategy to reduce accessibility

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