

Cigarettes in Kenya

Market Direction | 2024-06-10 | 24 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Cigarettes only managed sub-decimal growth in volume terms in Kenya in 2023, while value is better supported by price hikes. One key reason for the low volume performance is because the tobacco industry in Kenya faces significant challenges stemming from the influx of illicit cigarettes, particularly from neighbouring countries such as Uganda and Tanzania. Indeed, the porous borders of Western Kenya have become a major conduit for contraband, facilitated by the free movement of goods under the E...

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 2019-2023, 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 2028 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.

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:

Cigarettes in Kenya
Euromonitor International
June 2024

List Of Contents And Tables

CIGARETTES IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cigarette sales continue to suffer due to the influx of illicit products

BAT Kenya maintains its robust lead, while net profits decline due to myriad factors

Consumers still continue to smoke cigarettes

PROSPECTS AND OPPORTUNITIES

Strategic shifts and innovations set to support baseline sales

Ongoing trend for Khat consumption may help to support cigarettes sales

E-cigarettes pose a challenge to the growth of traditional cigarettes

TAXATION AND PRICING

Taxation rates

Summary 1 Taxation and Duty Levies 2018-2023

Average cigarette pack price breakdown

Summary 2 Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 1 Sales of Cigarettes: Volume 2018-2023

Table 2 Sales of Cigarettes by Category: Value 2018-2023

Table 3 Sales of Cigarettes: % Volume Growth 2018-2023

Table 4 Sales of Cigarettes by Category: % Value Growth 2018-2023

Table 5 Sales of Cigarettes by Blend: % Volume 2018-2023

Table 6 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2018-2023

Table 7 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2018-2023

Table 8 Sales of Cigarettes by Pack Size: % Volume 2018-2023

Table 9 Sales of Cigarettes by Price Band: % Volume 2018-2023

Table 10 NBO Company Shares of Cigarettes: % Volume 2019-2023

Table 11 LBN Brand Shares of Cigarettes: % Volume 2020-2023

Table 12 Sales of Cigarettes by Distribution Format: % Volume 2018-2023

Table 13 Illicit Trade Estimate of Cigarettes: Volume 2018-2023

Table 14 Forecast Sales of Cigarettes: Volume 2023-2028

Table 15 Forecast Sales of Cigarettes by Category: Value 2023-2028

Table 16 Forecast Sales of Cigarettes: % Volume Growth 2023-2028

Table 17 Forecast Sales of Cigarettes by Category: % Value Growth 2023-2028

Table 18 Forecast Sales of Cigarettes by Blend: % Volume 2023-2028

Table 19 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2023-2028

Table 20 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2023-2028

Table 21 Forecast Sales of Cigarettes by Pack Size: % Volume 2023-2028

Table 22 Forecast Sales of Cigarettes by Price Band: % Volume 2023-2028

TOBACCO IN KENYA

EXECUTIVE SUMMARY

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Tobacco in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 3 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 23 Number of Adult Smokers by Gender 2018-2023

MARKET DATA

Table 24 Sales of Tobacco by Category: Volume 2018-2023

Table 25 Sales of Tobacco by Category: Value 2018-2023

Table 26 Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 27 Sales of Tobacco by Category: % Value Growth 2018-2023

Table 28 Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 29 Forecast Sales of Tobacco by Category: Value 2023-2028

Table 30 Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 31 Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 4 Research Sources

Cigarettes in Kenya

Market Direction | 2024-06-10 | 24 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	2026-02-08
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com