

## **Cigarettes in Kenya**

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

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### **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.

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Euromonitor International  
June 2024

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