

## **Alcoholic Drinks in Kenya**

Market Direction | 2024-06-25 | 64 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

Alcoholic drinks in Kenya is undergoing dynamic shifts, with spirits gaining popularity over beer in the current inflationary climate. Spirits, with their high alcoholic content, have set themselves apart in the market, offering consumers a cost-effective option for their alcohol preferences in the wake of inflation. On the flipside, the beer category is grappling with challenges, marked by poor performance primarily attributed to its comparatively higher pricing. This aspect has put pressure on...

Euromonitor International's Alcoholic Drinks 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 they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- \* Get a detailed picture of the Alcoholic Drinks 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Alcoholic Drinks in Kenya  
Euromonitor International  
June 2024

### List Of Contents And Tables

#### ALCOHOLIC DRINKS IN KENYA

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

##### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving.

Advertising

Smoking ban

Opening hours

On-trade establishments

##### TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2023

##### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

##### KEY NEW PRODUCT LAUNCHES

Kenya Breweries launches 'Tusker Ndimu' and 'Pilsner Mfalme'.

Bila Shaka enters craft beer market with the launch of Capitan Lager

KBL Launches a New Smirnoff Variant 'Pineapple Punch'

KWAL rebrands Kibao Vodka as it targets a new generation of customers

Outlook

##### MARKET INDICATORS

Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

##### MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 11 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 12 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 13 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 15 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

WINE IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Italian producers target Kenya's emerging taste for wine

French wine producers pinpoint Kenya's burgeoning wine category

Local producers face stiff competition amid rising demand for wine

PROSPECTS AND OPPORTUNITIES

Improving lifestyles continue to drive sales growth in wine

Heavy taxation to push up prices

On-trade expansion to foster wine appreciation and knowledge

CATEGORY DATA

Table 17 Sales of Wine by Category: Total Volume 2018-2023

Table 18 Sales of Wine by Category: Total Value 2018-2023

Table 19 Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 20 Sales of Wine by Category: % Total Value Growth 2018-2023

Table 21 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023

Table 22 Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 23 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 24 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 25 Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 26 □Forecast Sales of Wine by Category: Total Value 2023-2028

Table 27 □Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 28 □Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

SPIRITS IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spirits grows by targeting younger adult generations

Kenya Wine Agencies launch new Smirnoff variant 'Pineapple Punch'

Brands leverage celebrities and social media influencers to connect with younger generations

PROSPECTS AND OPPORTUNITIES

High prices to push consumers towards cheaper/ counterfeit brands

Women poised to drive category with strong preference for gin

Increasing demand for premium alcohol due to lower spending power

CATEGORY DATA

Table 29 Sales of Spirits by Category: Total Volume 2018-2023

Table 30 Sales of Spirits by Category: Total Value 2018-2023

Table 31 Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 32 Sales of Spirits by Category: % Total Value Growth 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

Table 33 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023  
 Table 34 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023  
 Table 35 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023  
 Table 36 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023  
 Table 37 GBO Company Shares of Spirits: % Total Volume 2019-2023  
 Table 38 NBO Company Shares of Spirits: % Total Volume 2019-2023  
 Table 39 LBN Brand Shares of Spirits: % Total Volume 2019-2023  
 Table 40 Forecast Sales of Spirits by Category: Total Volume 2023-2028  
 Table 41 Forecast Sales of Spirits by Category: Total Value 2023-2028  
 Table 42 Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028  
 Table 43 Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

#### CIDER/PERRY IN KENYA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Female and younger adult population drives growth  
 Health-conscious consumers to provide sales boost  
 Brands target consumers through brand ambassadors

##### PROSPECTS AND OPPORTUNITIES

Kenya's rapidly growing food and beverage industry to boost sales of cider/perry  
 Innovations using local flavours set to appeal to consumers  
 Kenya Originals cider faces challenges over toxicity claims

##### CATEGORY DATA

Table 44 Sales of Cider/Perry: Total Volume 2018-2023  
 Table 45 Sales of Cider/Perry: Total Value 2018-2023  
 Table 46 Sales of Cider/Perry: % Total Volume Growth 2018-2023  
 Table 47 Sales of Cider/Perry: % Total Value Growth 2018-2023  
 Table 48 Sales of Cider/Perry: Total Volume 2019-2023  
 Table 49 Sales of Cider/Perry: Total Value 2019-2023  
 Table 50 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023  
 Table 51 Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023  
 Table 52 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023  
 Table 53 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023  
 Table 54 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2019-2023  
 Table 55 Sales of Cider/Perry by Off-trade vs On-trade: Value 2019-2023  
 Table 56 GBO Company Shares of Cider/Perry: % Total Volume 2019-2023  
 Table 57 NBO Company Shares of Cider/Perry: % Total Volume 2019-2023  
 Table 58 LBN Brand Shares of Cider/Perry: % Total Volume 2019-2023  
 Table 59 Forecast Sales of Cider/Perry: Total Volume 2023-2028  
 Table 60 Forecast Sales of Cider/Perry: Total Value 2023-2028  
 Table 61 Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028  
 Table 62 Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028

#### RTDS IN KENYA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Rising preference for RTDs among young adults  
 Spirit-based RTDs gain popularity among women  
 Supermarkets, small retailers and e-commerce are key channels for RTDs

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## PROSPECTS AND OPPORTUNITIES

Category to weather the effects of inflation in the forecast period

Consumers drive demand for lower-calorie and functional beverages due to health awareness

Rising disposable incomes to drive growth of RTDs

## CATEGORY DATA

Table 79 Sales of RTDs by Category: Total Volume 2018-2023

Table 80 Sales of RTDs by Category: Total Value 2018-2023

Table 81 Sales of RTDs by Category: % Total Volume Growth 2018-2023

Table 82 Sales of RTDs by Category: % Total Value Growth 2018-2023

Table 83 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023

Table 84 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023

Table 85 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 86 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023

Table 87 GBO Company Shares of RTDs: % Total Volume 2019-2023

Table 88 □NBO Company Shares of RTDs: % Total Volume 2019-2023

Table 89 □LBN Brand Shares of RTDs: % Total Volume 2019-2023

Table 90 □Forecast Sales of RTDs by Category: Total Volume 2023-2028

Table 91 □Forecast Sales of RTDs by Category: Total Value 2023-2028

Table 92 □Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

Table 93 □Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

## BEER IN KENYA

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Shift to cheaper alternatives as consumers face budgetary pressures

Major players push into craft beers to meet growing demand

Flavoured beers tap into needs of young adults

## PROSPECTS AND OPPORTUNITIES

Lower demand for canned beers due to affordability challenges

Urbanisation and changing lifestyles to boost future growth

Consumer focus on health will spur new product developments

## CATEGORY BACKGROUND

Lager price band methodology

Summary 3      Lager by Price Band 2023

Table 63      Number of Breweries 2018-2023

## CATEGORY DATA

Table 64 Sales of Beer by Category: Total Volume 2018-2023

Table 65 Sales of Beer by Category: Total Value 2018-2023

Table 66 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 67 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 68 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 69 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 70 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 71 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 72 □GBO Company Shares of Beer: % Total Volume 2019-2023

Table 73 □NBO Company Shares of Beer: % Total Volume 2019-2023

Table 74 □LBN Brand Shares of Beer: % Total Volume 2019-2023

Table 75 □Forecast Sales of Beer by Category: Total Volume 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 76 □Forecast Sales of Beer by Category: Total Value 2023-2028  
Table 77 □Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028  
Table 78 □Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

## Alcoholic Drinks in Kenya

Market Direction | 2024-06-25 | 64 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	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-06"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com