

## Alcoholic Drinks in Kenya

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### **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.

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