

## **Beer in Kenya**

Market Direction | 2024-06-25 | 30 pages | Euromonitor

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### **Report description:**

Beer volume sales slowed considerably in Kenya over 2023 following two years of strong growth in the post-pandemic era. High inflation in the country continues to cut into disposable incomes, with beer consumers cutting back on consumption and shifting to cheaper alternatives due to the high price of beer. Spirits have gained popularity as they are considered more affordable and deliver greater value for money compared to beer. Demand for beer is skewed towards the on-trade channels among social...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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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## Table of Contents:

Beer in Kenya  
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### List Of Contents And Tables

#### 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 1 Lager by Price Band 2023

Table 1 Number of Breweries 2018-2023

##### CATEGORY DATA

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

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

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

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

Table 6 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 7 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 8 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 9 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 10 □GBO Company Shares of Beer: % Total Volume 2019-2023

Table 11 □NBO Company Shares of Beer: % Total Volume 2019-2023

Table 12 □LBN Brand Shares of Beer: % Total Volume 2019-2023

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

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

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

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

##### 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

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Legal purchasing age and legal drinking age

Drink driving.

Advertising

Smoking ban

Opening hours

On-trade establishments

## TAXATION AND DUTY LEVIES

Summary 2 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 17 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

## MARKET DATA

Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 19 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 26 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 27 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 28 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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## SOURCES

Summary 3 Research Sources

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