

Rtds in Kenya

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

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Report description:

In Kenya, consumers especially in younger generations are drawn towards RTDs. Sales are increasing in the off-trade channel as consumers embrace outdoor drinking and enjoy outdoor activities such as road trips, camping etc. E-commerce has emerged as the fastest-growing distribution channel for RTDs. The increasing popularity of online platforms is driven by the convenience and efficiency they offer compared to in-store shopping. This trend is aligned with the growing preference for at-home consu...

Euromonitor International's RTDs 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: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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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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

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Legal purchasing age and legal drinking age

Drink driving.

Advertising

Smoking ban

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