

Spirits in Kenya

Market Direction | 2024-06-25 | 28 pages | Euromonitor

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Report description:

Spirits in Kenya experienced significant growth in terms of total volume sales over the review period, fuelled by the growing popularity of international brands. Increased importation of a diverse range of international spirits has been instrumental in fostering the consumption of these products. Top-tier international brands such as Johnnie Walker, Richot, Baileys, and Gilbeys have sustained a robust brand presence and exemplary distribution networks within the market. Reaching well-educated an...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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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

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High prices to push consumers towards cheaper/ counterfeit brands

Women poised to drive category with strong preference for gin

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Smoking ban

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