

Wine in Kenya

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Wine in Kenya is experiencing robust growth driven by the country's expanding middle class who have an increasing appreciation for wine. This expansion is predominantly fuelled by increased consumer awareness, which in turn is a result of concerted efforts by local wine manufacturers and importers to educate their clientele. Through extensive brand activations, consumers are learning about the diversity of wine products and how to pair them effectively with various cuisines.

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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

www.scotts-international.com

Table of Contents:

Wine in Kenya
Euromonitor International
June 2024

List Of Contents And Tables

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 1 Sales of Wine by Category: Total Volume 2018-2023

Table 2 Sales of Wine by Category: Total Value 2018-2023

Table 3 Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 4 Sales of Wine by Category: % Total Value Growth 2018-2023

Table 5 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023

Table 6 Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 7 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 10 □Forecast Sales of Wine by Category: Total Value 2023-2028

Table 11 □Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 12 □Forecast Sales of Wine 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

Legal purchasing age and legal drinking age

Drink driving.

Advertising

Smoking ban

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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 13 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 14 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 15 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 16 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 17 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 18 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 19 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 20 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 22 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 23 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 24 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 25 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

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

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

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

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Wine in Kenya

Market Direction | 2024-06-25 | 25 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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="2025-05-02"/>
		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