



# Spirits in Kenya

June 2024

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## Spirits in Kenya - Category analysis

### 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

#### PROSPECTS AND OPPORTUNITIES

High prices to push consumers towards cheaper/ counterfeit brands

Women poised to drive category with strong preference for gin

Increasing demand for premium alcohol due to lower spending power

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Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

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Legislation

Legal purchasing age and legal drinking age

Drink driving.

Advertising

Smoking ban

Opening hours

On-trade establishments

### TAXATION AND DUTY LEVIES

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  
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