



Wine in Kenya

June 2024

Table of Contents

Wine in Kenya - Category analysis

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 - Industry Overview

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

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

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