



# Rtds in Kenya

June 2024

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## Rtds in Kenya - Category analysis

### 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

#### PROSPECTS AND OPPORTUNITIES

Category to weather the effects of inflation in the forecast period  
Consumers drive demand for lower-calorie and functional beverages due to health awareness  
Rising disposable incomes to drive growth of RTDs

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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  
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