

# Cider/Perry in Kenya

June 2024

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## Cider/Perry in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Female and younger adult population drives growth  
Health-conscious consumers to provide sales boost  
Brands target consumers through brand ambassadors

#### PROSPECTS AND OPPORTUNITIES

Kenya's rapidly growing food and beverage industry to boost sales of cider/perry  
Innovations using local flavours set to appeal to consumers  
Kenya Originals cider faces challenges over toxicity claims

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## Alcoholic Drinks in Kenya - Industry Overview

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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'

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