



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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Alcoholic Drinks in Kenya - Industry Overview

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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
KBL Launches a New Smirnoff Variant 'Pineapple Punch'
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