



# Wine in Kenya

June 2024

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## 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

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## Alcoholic Drinks in Kenya - Industry Overview

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2023 key trends  
Competitive landscape  
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

KBL Launches a New Smirnoff Variant 'Pineapple Punch'

KWAL rebrands Kibao Vodka as it targets a new generation of customers

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