



Beer in Kenya

June 2024

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Beer in Kenya - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shift to cheaper alternatives as consumers face budgetary pressures

Major players push into craft beers to meet growing demand

Flavoured beers tap into needs of young adults

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Lower demand for canned beers due to affordability challenges

Urbanisation and changing lifestyles to boost future growth

Consumer focus on health will spur new product developments

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Legal purchasing age and legal drinking age

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Smoking ban

Opening hours

On-trade establishments

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Contraband/parallel trade

Duty free

Cross-border/private imports

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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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