



Euromonitor
International

Beer in Kenya

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Economy brands register significant volume growth
EABL loses volume share, as competition heats up
On-trade still dominates

PROSPECTS AND OPPORTUNITIES

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Growing middle-class drives demand for premium and craft beers.
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Alcoholic Drinks in Kenya - Industry Overview

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age.
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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