



Euromonitor  
International

# Cider/Perry in Kenya

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## Cider/Perry in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Urban millennials drive growth in cider/perry  
EABL closing the gap with company leaders  
On-trade accounts for just over half of volume sales

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Imported premium ciders also poised for growth  
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Retail developments  
On-trade vs off-trade split  
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Advertising  
Smoking ban  
Opening hours  
On-trade establishments

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cider-perry-in-kenya/report](https://www.euromonitor.com/cider-perry-in-kenya/report).