



Cigarettes in Kenya

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Cigarette sales continue to suffer due to the influx of illicit products
BAT Kenya maintains its robust lead, while net profits decline due to myriad factors
Consumers still continue to smoke cigarettes

PROSPECTS AND OPPORTUNITIES

Strategic shifts and innovations set to support baseline sales
Ongoing trend for Khat consumption may help to support cigarettes sales
E-cigarettes pose a challenge to the growth of traditional cigarettes

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