



Euromonitor
International

Spirits in Kenya

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Local spirits gain popularity from price-sensitive consumers
EABL continues to dominate, though KWAL making gains
Drink specialists continue to account for most volume sales

PROSPECTS AND OPPORTUNITIES

Demand for local spirits with premium appeal to grow.
Shift towards non/low alcohol spirits
Digital space and sustainability increasingly important

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Alcoholic Drinks in Kenya - Industry Overview

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2024 key trends
Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age.
Drink driving
Advertising
Smoking ban
Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

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