



Euromonitor  
International

# Wine in Kenya

June 2025

Table of Contents

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Moderate volume growth in 2024  
Local producers face stiff competition  
Online sales increase by over a third

### PROSPECTS AND OPPORTUNITIES

Growing preference for locally produced wines  
Premiumisation drives growth  
Online space becomes more critical

### CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2019-2024  
Table 2 - Sales of Wine by Category: Total Value 2019-2024  
Table 3 - Sales of Wine by Category: % Total Volume Growth 2019-2024  
Table 4 - Sales of Wine by Category: % Total Value Growth 2019-2024  
Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2019-2024  
Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2019-2024  
Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024  
Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024  
Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2019-2024  
Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2019-2024  
Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2019-2024  
Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2019-2024  
Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024  
Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024  
Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2021-2024  
Table 16 - GBO Company Shares of Champagne: % Total Volume 2020-2024  
Table 17 - NBO Company Shares of Champagne: % Total Volume 2020-2024  
Table 18 - LBN Brand Shares of Champagne: % Total Volume 2021-2024  
Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024  
Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024  
Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2021-2024  
Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024  
Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024  
Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2021-2024  
Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2020-2024  
Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2020-2024  
Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2021-2024  
Table 28 - Forecast Sales of Wine by Category: Total Volume 2024-2029  
Table 29 - Forecast Sales of Wine by Category: Total Value 2024-2029  
Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029  
Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

## Alcoholic Drinks in Kenya - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture  
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  
Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 32 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

## MARKET DATA

Table 33 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024  
Table 34 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024  
Table 35 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024  
Table 36 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024  
Table 37 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024  
Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024  
Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024  
Table 40 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024  
Table 41 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024  
Table 42 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024  
Table 43 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029  
Table 44 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029  
Table 45 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029  
Table 46 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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