



# Cigars, Cigarillos and Smoking Tobacco in Kenya

July 2025

Table of Contents

## Cigars, Cigarillos and Smoking Tobacco in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Social repositioning and product experiences help cigars gain traction

Smoke Shop Africa remains dominant despite rising alternatives

Retail e-commerce expands despite offline retail dominance

#### PROSPECTS AND OPPORTUNITIES

Gradual growth anticipated as population and tobacco use expand

Premiumisation and mass market strategies to support category dynamism

Innovation and consumer focus to shape future product development

#### CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024

Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2019-2024

Table 3 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2019-2024

Table 4 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2019-2024

Table 5 - Sales of Cigars by Size: % Volume 2019-2024

Table 6 - Sales of Cigarillos by Price Platform 2019-2024

Table 7 - NBO Company Shares of Cigars and Cigarillos: % Volume 2020-2024

Table 8 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2021-2024

Table 9 - NBO Company Shares of Cigars: % Volume 2020-2024

Table 10 - LBN Brand Shares of Cigars: % Volume 2021-2024

Table 11 - NBO Company Shares of Cigarillos: % Volume 2020-2024

Table 12 - LBN Brand Shares of Cigarillos: % Volume 2021-2024

Table 13 - NBO Company Shares of Smoking Tobacco: % Volume 2020-2024

Table 14 - LBN Brand Shares of Smoking Tobacco: % Volume 2021-2024

Table 15 - NBO Company Shares of Pipe Tobacco: % Volume 2020-2024

Table 16 - LBN Brand Shares of Pipe Tobacco: % Volume 2021-2024

Table 17 - NBO Company Shares of Fine Cut Tobacco: % Volume 2020-2024

Table 18 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2021-2024

Table 19 - Distribution of Cigars and Cigarillos by Format: % Volume 2019-2024

Table 20 - Distribution of Smoking Tobacco by Format: % Volume 2019-2024

Table 21 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2024-2029

Table 22 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2024-2029

Table 23 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2024-2029

## Tobacco in Kenya - Industry Overview

### EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

### OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence  
Tar levels  
Health warnings  
Plain packaging  
Advertising and sponsorship  
Point-of-sale display bans  
Smoking in public places  
Low ignition propensity (LIP) cigarette regulation  
Flavoured tobacco product ban  
Reduced harm  
Vapour products

## PRODUCTION/IMPORTS/EXPORTS

## MARKET INDICATORS

Table 25 - Number of Adult Smokers by Gender 2019-2024

## MARKET DATA

Table 26 - Sales of Tobacco by Category: Volume 2019-2024

Table 27 - Sales of Tobacco by Category: Value 2019-2024

Table 28 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 29 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 30 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 31 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 32 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 33 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 2 - 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/cigars-cigarillos-and-smoking-tobacco-in-kenya/report](http://www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-kenya/report).