



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Kenya

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Cigars, Cigarillos and Smoking Tobacco in Kenya - Category analysis

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2023 DEVELOPMENTS

Cigar popularity surges amid rising social media influence
Female smokers help to expand the consumer demographic further
Dominant cigar and cigarillo brands maintain their shares

PROSPECTS AND OPPORTUNITIES

Rising popularity of cigars among young adults heralds shifting consumption trends
Well-known global brands will remain the most popular
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Tobacco in Kenya - Industry Overview

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Retailing developments
What next for tobacco?

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Legislation
Legislative overview
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Minimum legal smoking age

Smoking prevalence
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Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
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