



Kenya Cities Review

September 2024

Table of Contents

HEADLINES

URBAN CONSUMER

Over half of Kenya's urban population are living in slums

Eldoret poised for the strongest increase in internet connectivity rates among other cities in Kenya

CONSUMER FINANCE

Incomes to rise in Nakuru supported by prevalence of higher-value-added sectors

Inflationary pressures in Mombasa translate into rising cost of living

ECONOMY

Nairobi to remain the largest contributor to Kenya's economy by 2028

CITY SCORECARD

Summary 1 - City Scorecard by Pillar 2023

POPULATION

Chart 1 - Population in 2023 and Population Period Growth 2023-2028

Chart 2 - Population by Age by City 2023

Chart 3 - Average Household Size by City 2023

Chart 4 - Population Density and Net Migration 2023

Summary 2 - City Scorecard in Population Pillar 2023

CONSUMER EXPENDITURE

Chart 5 - Total Consumer Expenditure in Kenya by City 2023

Chart 6 - Consumer Expenditure per Capita 2023 and Consumer Expenditure Period Growth 2023-2028

Chart 7 - City Affordability, Consumer Expenditure on Housing and Transportation 2023

Chart 8 - Discretionary vs Necessity Consumer Expenditure 2023

Summary 3 - City Scorecard in Consumer Expenditure Pillar 2023

DIGITAL CONSUMER

Chart 9 - Share of Households with Internet and Broadband Internet Access 2023

Chart 10 - Possession of Digital Devices by City 2023

Summary 4 - City Scorecard in Digital Consumer Pillar 2023

INCOME AND WEALTH

Chart 11 - Disposable Income per Capita 2023 and Disposable Income Period Growth 2023-2028

Chart 12 - Share of Households by Disposable Income Band 2023

Chart 13 - Number of Households with Disposable Income Over USD150,000 2023 and Period Growth 2023-2028

Chart 14 - Household Possession of Kitchen Durables by City 2023

Chart 15 - Household Possession of Entertainment Electronics by City 2023

Chart 16 - Household Possession of Other Durables by City 2023

Summary 5 - City Scorecard in Wealth Pillar 2023

ECONOMY

Chart 17 - GDP per Capita in 2023 and Real GDP Growth by City 2023-2028

Summary 6 - City Scorecard in Economy Pillar 2023

LABOUR

Chart 18 - Economically Active Population in 2023 and Employed Population Period Growth by City 2018-2023

Chart 19 - Labour Force Participation Rate and Unemployment by City 2023

Chart 20 - Labour Productivity Value 2023 and Productivity Period Growth by City 2018-2023

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/kenya-cities-review/report.