



Euromonitor
International

Rtds in Kenya

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Degree of maturity hits RTDs
Innovation and natural ingredients increase competition in Kenya’s RTD Market.
On-trade accounts for over half of volume sales

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RTDs reach degree of maturity
Further development in local brands with local ingredients
RTDs growing in popularity among Nairobi's Gen Z

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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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DISCLAIMER

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