

Cigars in Kenya

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Cigars and cigarillos are not popular in Kenya and their consumption remains limited. This can be attributed to the high prices of these products, their limited distribution and consumer perception that they are high-end products for wealthy and foreign individuals. In 2014, cigars thus remained a niche category within tobacco, recording sales of just KES520 million – albeit with growth of 6% in value terms.

Euromonitor International's Cigars in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

Product coverage: Cigarillos, Cigars Excluding Cigarillos.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Cigars market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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