

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Kenya

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Abstracts

Sales of smokeless tobacco, e-vapour products and heated tobacco continued to be negligible in Kenya in 2019, which is largely due to the high unit price of these products. This is especially true of e-vapour products, but the category also suffers from a lack of knowledge and awareness around these products as they remain unavailable in regular retailing channels. E-vapour products are only available online via third parties, which import these products into the country and then sell them at re...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco 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 2015-2019, 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 2024 illustrate how the market is set to change.

Product coverage: E-Vapour Products, Heated Tobacco Products, Smokeless Tobacco.

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

Why buy this report?

Get a detailed picture of the Smokeless Tobacco, E-Vapour Products and Heated Tobacco 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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COVID-19 country impact

Tax hikes and higher prices result in reduced demand from some smokers, while others that find it hard to quit seek alternatives that boost illicit trade in 2019

British American Tobacco Kenya, the dominant player in cigarettes, widens its distribution through cigarette stalls and introduces nicotine pouches in 2019

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