

# Smokeless Tobacco in Kenya

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## Abstracts

Packaged retail sales of smokeless tobacco remained insignificant in 2013, although there remains marginal snuff consumption among the older generation. There are no significant players in smokeless tobacco due to sales almost exclusively being accounted for by unpackaged and unbranded products.

Euromonitor International's Smokeless 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 2009-2013, 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 2018 illustrate how the market is set to change.

**Product coverage:** Chewing Tobacco, Snuff.

**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 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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