

# Tobacco in Kenya

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## Abstracts

Kenya is one of the best performing economies in Sub-Saharan Africa with its GDP growing by 6.1% in 2018, while private remittances grew by 7.8%. However, unemployment remains a challenge, with over a quarter of the country's young adults being unemployed in 2018. Kenya introduced further tax increases on tobacco in 2018 and this took its toll with cigarettes registering a decline in retail volume terms. Ongoing efforts by anti-smoking groups are also impacting tobacco sales with smoking prevalence...

Euromonitor International's 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 2014-2018, 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 2023 illustrate how the market is set to change.

**Product coverage:** Cigarettes, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated 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 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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### Prospects

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