

# Tobacco in Kenya

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## Abstracts

In 2022, the tobacco landscape in Kenya was shaped by ongoing inflation, rising price points and increasing health awareness. As such, premium cigarette brands continued to note a decline in sales, attributed to limited consumer budgets in the face of high inflation and rising cigarette price points. Consumers turned to cheaper offerings, driving the growth of economy brands. Additionally, the landscape has a high level of illegal trade and counterfeit tobacco products, challenging local manufac...

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 2018-2022, 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 2027 illustrate how the market is set to change.

**Product coverage:** Cigarettes, Cigarettes (Illicit+Legal), 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.

## Contents

### TOBACCO IN KENYA

#### EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tobacco?

#### OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

Production/Imports/Exports

#### MARKET INDICATORS

Table 1 Number of Adult Smokers by Gender 2017-2022

#### MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2017-2022

Table 3 Sales of Tobacco by Category: Value 2017-2022

Table 4 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 5 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 6 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 7 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

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#### SOURCES

## Summary 2 Research Sources

### CIGARETTES IN KENYA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

The illicit cigarette trade continues to pose a challenge to local manufacturers

E-cigarettes threaten the growth of cigarettes as vaping rises

Manufacturers focus on product innovation to remain competitive on the landscape

#### PROSPECTS AND OPPORTUNITIES

Positive outlook is driven by consumer demographics and economic changes

Khat continues to fuel industry growth as users pair the habit with smoking

High taxation is among strategies by government bodies to control tobacco use

#### TAXATION AND PRICING

Taxation rates

Table 10 Taxation and Duty Levies 2017-2022

Average cigarette pack price breakdown

Summary 3 Average Cigarette Pack Price Breakdown: Brand Examples

#### CATEGORY DATA

Table 11 Sales of Cigarettes: Volume 2017-2022

Table 12 Sales of Cigarettes by Category: Value 2017-2022

Table 13 Sales of Cigarettes: % Volume Growth 2017-2022

Table 14 Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 15 Sales of Cigarettes by Blend: % Volume 2017-2022

Table 16 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022

Table 17 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022

Table 18 Sales of Cigarettes by Pack Size: % Volume 2017-2022

Table 19 Sales of Cigarettes by Price Band: % Volume 2017-2022

Table 20 NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 21 LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 22 Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 23 Illicit Trade Estimate of Cigarettes: Volume 2017-2022

Table 24 Forecast Sales of Cigarettes: Volume 2022-2027

Table 25 Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 26 Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 27 Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

Table 28 Forecast Sales of Cigarettes by Blend: % Volume 2022-2027

Table 29 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027

Table 30 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume

2022-2027

Table 31 Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027

Table 32 Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

CIGARS, CIGARILLOS AND SMOKING TOBACCO IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

High inflation dampens growth for cigars and cigarillos in 2022

Middle and high-income consumers continue to drive product demand

Lack of local production enables international brands to dominate

PROSPECTS AND OPPORTUNITIES

A growing number of female smokers drives growth on the landscape

Growth in cigars boosts online sales as e-commerce remains the main retail channel

A steady increase in awareness of cigars will boost growth across the forecast period

CATEGORY DATA

Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022

Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022

Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022

Table 36 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022

Table 37 Sales of Cigars by Size: % Volume 2017-2022

Table 38 Sales of Cigarillos by Price Platform 2017-2022

Table 39 NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022

Table 40 LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022

Table 41 NBO Company Shares of Cigars: % Volume 2018-2022

Table 42 LBN Brand Shares of Cigars: % Volume 2019-2022

Table 43 NBO Company Shares of Cigarillos: % Volume 2018-2022

Table 44 LBN Brand Shares of Cigarillos: % Volume 2019-2022

Table 45 Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022

Table 46 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027

Table 47 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2022-2027

Table 48 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2022-2027

Table 49 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027

## SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN KENYA

### 2022 DEVELOPMENTS

Smokeless tobacco is gaining popularity among younger adult consumers in Kenya

Growth in online distribution of e-vapour products is maintained in 2022

E-liquids and shisha continue generating profits for businesses despite bans

### PROSPECTS AND OPPORTUNITIES

Increasing product awareness and consumers' shifting lifestyles boost growth

The influence of social media is set to increase the growth of e-vapour products

Increased taxation on vaping devices; a strategy to reduce accessibility

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