

# Beer in Kenya

June 2024

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## Beer in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shift to cheaper alternatives as consumers face budgetary pressures

Major players push into craft beers to meet growing demand

Flavoured beers tap into needs of young adults

#### PROSPECTS AND OPPORTUNITIES

Lower demand for canned beers due to affordability challenges

Urbanisation and changing lifestyles to boost future growth

Consumer focus on health will spur new product developments

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Advertising

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Opening hours

On-trade establishments

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Contraband/parallel trade

Duty free

Cross-border/private imports

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Kenya Breweries launches 'Tusker Ndimu' and 'Pilsner Mfalme'.

Bila Shaka enters craft beer market with the launch of Capitan Lager

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