



# Beer in Kenya

June 2023

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## Beer in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Informed consumer lifestyles drive product innovation  
Local brands strive to remain competitive amid international players  
Rise of e-commerce accelerates sales

#### PROSPECTS AND OPPORTUNITIES

Younger generations to gain greater priority as target consumers of beer  
Consumer lifestyle changes will continue to guide innovation  
Flavoured lager to gain greater ground thanks to rising interest from younger Kenyans

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