



# Cigarettes in Kenya

June 2024

Table of Contents

## Cigarettes in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cigarette sales continue to suffer due to the influx of illicit products  
BAT Kenya maintains its robust lead, while net profits decline due to myriad factors  
Consumers still continue to smoke cigarettes

#### PROSPECTS AND OPPORTUNITIES

Strategic shifts and innovations set to support baseline sales  
Ongoing trend for Khat consumption may help to support cigarettes sales  
E-cigarettes pose a challenge to the growth of traditional cigarettes

#### TAXATION AND PRICING

Taxation rates  
Summary 1 - Taxation and Duty Levies 2018-2023  
Average cigarette pack price breakdown  
Summary 2 - Average Cigarette Pack Price Breakdown: Brand Examples

#### CATEGORY DATA

Table 1 - Sales of Cigarettes: Volume 2018-2023  
Table 2 - Sales of Cigarettes by Category: Value 2018-2023  
Table 3 - Sales of Cigarettes: % Volume Growth 2018-2023  
Table 4 - Sales of Cigarettes by Category: % Value Growth 2018-2023  
Table 5 - Sales of Cigarettes by Blend: % Volume 2018-2023  
Table 6 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2018-2023  
Table 7 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2018-2023  
Table 8 - Sales of Cigarettes by Pack Size: % Volume 2018-2023  
Table 9 - Sales of Cigarettes by Price Band: % Volume 2018-2023  
Table 10 - NBO Company Shares of Cigarettes: % Volume 2019-2023  
Table 11 - LBN Brand Shares of Cigarettes: % Volume 2020-2023  
Table 12 - Sales of Cigarettes by Distribution Format: % Volume 2018-2023  
Table 13 - Illicit Trade Estimate of Cigarettes: Volume 2018-2023  
Table 14 - Forecast Sales of Cigarettes: Volume 2023-2028  
Table 15 - Forecast Sales of Cigarettes by Category: Value 2023-2028  
Table 16 - Forecast Sales of Cigarettes: % Volume Growth 2023-2028  
Table 17 - Forecast Sales of Cigarettes by Category: % Value Growth 2023-2028  
Table 18 - Forecast Sales of Cigarettes by Blend: % Volume 2023-2028  
Table 19 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2023-2028  
Table 20 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2023-2028  
Table 21 - Forecast Sales of Cigarettes by Pack Size: % Volume 2023-2028  
Table 22 - Forecast Sales of Cigarettes by Price Band: % Volume 2023-2028

## Tobacco in Kenya - Industry Overview

### EXECUTIVE SUMMARY

Tobacco in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for tobacco?

### OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 3 - 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 23 - Number of Adult Smokers by Gender 2018-2023

## MARKET DATA

Table 24 - Sales of Tobacco by Category: Volume 2018-2023

Table 25 - Sales of Tobacco by Category: Value 2018-2023

Table 26 - Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 27 - Sales of Tobacco by Category: % Value Growth 2018-2023

Table 28 - Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 29 - Forecast Sales of Tobacco by Category: Value 2023-2028

Table 30 - Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 31 - Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

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## SOURCES

Summary 4 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cigarettes-in-kenya/report](http://www.euromonitor.com/cigarettes-in-kenya/report).