



Euromonitor
International

Cigarettes in Kenya

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Regulatory pressure and social shifts contribute to ongoing decline in smoking
Established brands lose share as new players expand through innovation and diversification
Expansion of physical retail supports dominance of grocery retailers

PROSPECTS AND OPPORTUNITIES

Consumer shifts continue to drive down cigarette volumes
Illicit trade on the rise while legal cigarette sales struggle to recover
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DISCLAIMER

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