



**Euromonitor
International**

Cigars, Cigarillos and Smoking Tobacco in Kenya

July 2025

Table of Contents

Cigars, Cigarillos and Smoking Tobacco in Kenya - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Social repositioning and product experiences help cigars gain traction

Smoke Shop Africa remains dominant despite rising alternatives

Retail e-commerce expands despite offline retail dominance

PROSPECTS AND OPPORTUNITIES

Gradual growth anticipated as population and tobacco use expand

Premiumisation and mass market strategies to support category dynamism

Innovation and consumer focus to shape future product development

CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024

Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2019-2024

Table 3 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2019-2024

Table 4 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2019-2024

Table 5 - Sales of Cigars by Size: % Volume 2019-2024

Table 6 - Sales of Cigarillos by Price Platform 2019-2024

Table 7 - NBO Company Shares of Cigars and Cigarillos: % Volume 2020-2024

Table 8 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2021-2024

Table 9 - NBO Company Shares of Cigars: % Volume 2020-2024

Table 10 - LBN Brand Shares of Cigars: % Volume 2021-2024

Table 11 - NBO Company Shares of Cigarillos: % Volume 2020-2024

Table 12 - LBN Brand Shares of Cigarillos: % Volume 2021-2024

Table 13 - NBO Company Shares of Smoking Tobacco: % Volume 2020-2024

Table 14 - LBN Brand Shares of Smoking Tobacco: % Volume 2021-2024

Table 15 - NBO Company Shares of Pipe Tobacco: % Volume 2020-2024

Table 16 - LBN Brand Shares of Pipe Tobacco: % Volume 2021-2024

Table 17 - NBO Company Shares of Fine Cut Tobacco: % Volume 2020-2024

Table 18 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2021-2024

Table 19 - Distribution of Cigars and Cigarillos by Format: % Volume 2019-2024

Table 20 - Distribution of Smoking Tobacco by Format: % Volume 2019-2024

Table 21 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2024-2029

Table 22 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2024-2029

Table 23 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2024-2029

Tobacco in Kenya - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail 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 25 - Number of Adult Smokers by Gender 2019-2024

MARKET DATA

Table 26 - Sales of Tobacco by Category: Volume 2019-2024

Table 27 - Sales of Tobacco by Category: Value 2019-2024

Table 28 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 29 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 30 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 31 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 32 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 33 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-kenya/report.