

Cigars, Cigarillos and Smoking Tobacco in Kenya

July 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

High inflation dampens growth for cigars and cigarillos in 2022
Middle and high-income consumers continue to drive product demand
Lack of local production enables international brands to dominate

PROSPECTS AND OPPORTUNITIES

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Growth in cigars boosts online sales as e-commerce remains the main retail channel
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Tobacco in Kenya - Industry Overview

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Plain packaging
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