



# Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Kenya

July 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer preferences continue to shift as socioeconomic and behavioural factors shape demand  
Market leaders consolidate share through diversification and digital engagement  
Distribution landscape continues to evolve as digital access reshapes purchasing patterns

PROSPECTS AND OPPORTUNITIES

Category growth expected to benefit from innovation and digital expansion  
Retail landscape will evolve as modern trade and digital platforms grow in prominence  
Technology-driven innovation to reshape product access and brand engagement

CATEGORY INDICATORS

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## Tobacco in Kenya - Industry Overview

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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

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