



Euromonitor
International

Nairobi in Kenya

October 2024

Table of Contents

HEADLINES

CITY SCORECARD

Chart 1 - Nairobi City Scorecard Rankings Among 146 Middle East and Africa Cities

CITY SCORECARD REGIONAL AND COUNTRY RANKINGS

Summary 1 - City Scorecard Compared to and 2023

POPULATION

Chart 2 - Key Nairobi Population Indicators Compared to Kenya and Middle East and Africa 2023

Chart 3 - Nairobi Population Growth Compared to Kenya and Middle East and Africa 2018-2028

Chart 4 - Nairobi Growth Index of Population Aged 0-14, 15-64 and 65+ Year-Olds 2018-2028

Chart 5 - Nairobi Population by Age and Sex 2023

CONSUMER EXPENDITURE

Chart 6 - Nairobi Consumer Expenditure per Capita Compared to Kenya and Middle East and Africa 2018-2028

Chart 7 - Nairobi Consumer Expenditure Structure 2023

DIGITAL CONSUMER

Chart 8 - Key Nairobi Digital Consumer Statistics Compared to Kenya and Middle East and Africa 2023

Chart 9 - Digital Consumer Historic Growth and Forecasts in Nairobi 2018-2028

WEALTH

Chart 10 - Nairobi Disposable Income per Household Compared to Kenya and Middle East and Africa 2018-2028

Chart 11 - Number of Households by Disposable Income Band in Nairobi 2018/2023/2028

Chart 12 - Wealthy Consumers: Number of Households with Disposable Income Over USD150,000 in Nairobi: 2018-2028

POSSESSION OF HOUSEHOLD DURABLES

Chart 13 - Nairobi Household Possession of Kitchen Durables Compared to Kenya and Middle East and Africa 2023: % of Households

Chart 14 - Nairobi Possession of Entertainment Electronics Compared to Kenya and Middle East and Africa 2023: % of Households

Chart 15 - Nairobi Household Possession of Other Durables Compared to Kenya and Middle East and Africa 2023: % of Households

ECONOMY

Chart 16 - Nairobi GDP per Capita Compared to Kenya and Middle East and Africa 2018-2028

Chart 17 - Nairobi Real GDP Growth Compared to Kenya and Middle East and Africa 2018-2028

Chart 18 - Nairobi Inflation Compared to Kenya and Middle East and Africa 2018-2028

LABOUR

Chart 19 - Nairobi Labour Indicators Compared to Kenya and Middle East and Africa 2023

Chart 20 - Economically Active Population and Unemployment Rate in Nairobi 2018-2023

Chart 21 - Nairobi Labour Productivity Compared to Kenya and Middle East and Africa 2018-2023

TRANSPORT

Chart 22 - Number of Airport Passengers in Nairobi 2018-2023

Chart 23 - Nairobi Transport Possession Compared to Kenya and Middle East and Africa 2023: % of Households

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/nairobi-in-kenya/report.