

**Middle East & Africa · Many consumer categories**

Kenya

Tobacco and alcohol are stamped since 2013. Since 13 November 2019 juices, soda, energy drinks and other non-alcoholic drinks carry excise stamps too, and keg beer joined in 2022. Bottled water was stamped from 2019 until 1 July 2026, when the Finance Act 2026 removed its excise duty. Shoppers can check a stamp with a phone.

THE REGIME

SYSTEM	EGMS, Excisable Goods Management System (Kenya Revenue Authority)
CODE ON THE PRODUCT	Excise stamps with QR codes; only licensed manufacturers and importers can order them
AGGREGATION	No.

STEPS FOR A SUPPLIER

- ☐ Hold the licence of a manufacturer or importer of excise goods.
- ☐ Order stamps from the authority for each batch: EGMS.
- ☐ Apply a stamp to every unit before release and activate it in the system.
- ☐ Keep stock and reports in line: unstamped goods can be seized.

ON THE LINE, BEFORE THE FIRST SHIPMENT

- ☐ The data in the code is agreed: GTIN, serial number, batch, expiry date or crypto tail, as the rules for your product group require.

- ☐ A verifier has graded printed samples (ISO/IEC 15415 for 2D codes) before the first shipment.

- ☐ A camera after the printer reads every code at line speed, and packs with an unreadable code are rejected.

- ☐ Records show which code went on which pack, case and pallet, ready for the report to the system.

DATES AHEAD

No announced dates.

SOURCES

1. KRA: EGMS go-live for non-alcoholic drinks: <https://www.kra.go.ke/news-center/public-notice/647-excisable-goods-management-system-go-live-bottled-water,-juices,-energy-drinks,-soda-and-other-non-alcoholic-beverages>
2. Capital FM: new generation stamps: <https://capitalfm.africa/kra-announces-phased-roll-out-of-new-generation-excise-stamps/>
3. allAfrica: KRA removes excise duty on bottled water: <https://allafrica.com/stories/202607060310.html>

Current version and all sources:
2dtracker.com/country/kenya.html

Typical steps. This is not legal advice: check the regulation itself.