

PETROLEUM INSTITUTE OF EAST AFRICA

Q3 2023 STATE OF THE PETROLEUM INDUSTRY BRIEFING

THEME: The Role Of Central Bank In Promoting Investor Confidence

18TH SEPTEMBER 2023 - SAROVA STANLEY HOTEL NAIROBI

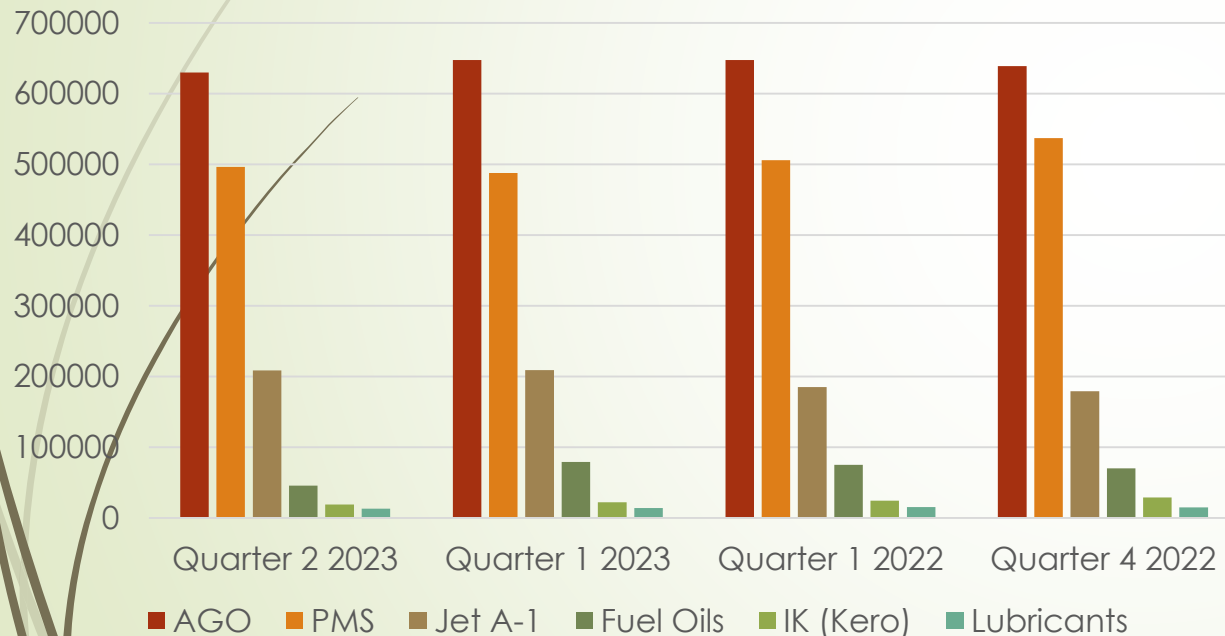


Petroleum Industry Quarter Three (Q3) 2023 Performance Highlights

Petroleum consumption has dropped 4% in the second quarter of 2023 compared to the previous quarter ending March 2023

Kenya's Petroleum Consumption (Q3 2023)

Comparison of quarterly Consumption of petroleum products

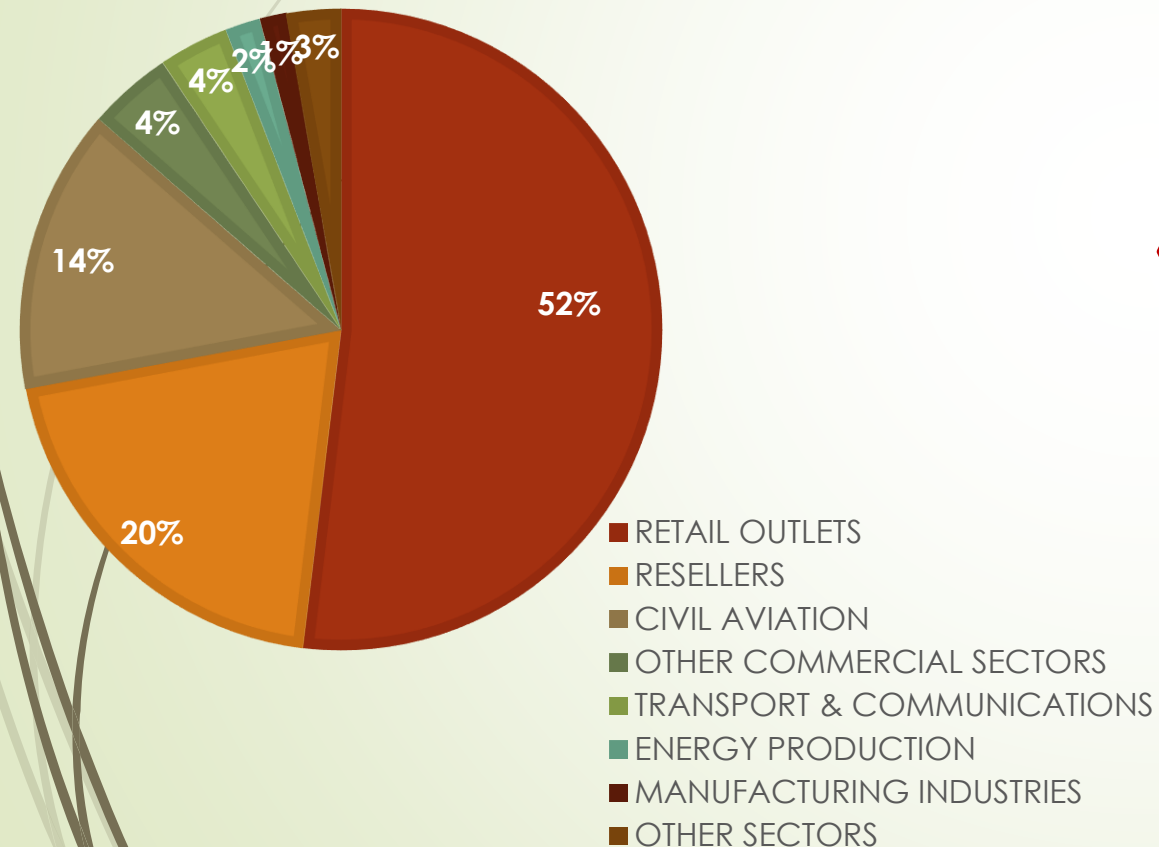


Key Comments

- Petroleum consumption has dropped 4% in the second quarter of 2023 compared to the previous quarter ending March 2023 (1,421,222 cubic meters) compared to the previous quarter ending March 2023 (1,463,790 cubic meters). It is notable however that there has been 1% increase in the first quarter of 2023 as compared to the same period in 2022 (1,453,373 cubic meters).
- The main specific product drivers of this decrease increase are other commercial sectors, agriculture, energy production, building and construction, tourism. Mining and other natural resources..
- Consumption of PMS, Kerosene and Diesel have witnessed drop in volumes of -1.81%, -15% and -3% respectively as high prices choked demand for super, diesel and kerosene.

Retail outlets, Resellers and Civil Aviation continue to dominate petroleum consumption

Petroleum Industry Top Industry Consumers (Q3 2023)



Key comments

- Retail outlets, Resellers and Civil Aviation continue to dominate petroleum consumption.
- Despite the decrease in overall consumption of petroleum products the retail outlets sector increased by 1.0% compared to Q1 2023 from 50% in Q1 2023 to 51.1% Q2 2023

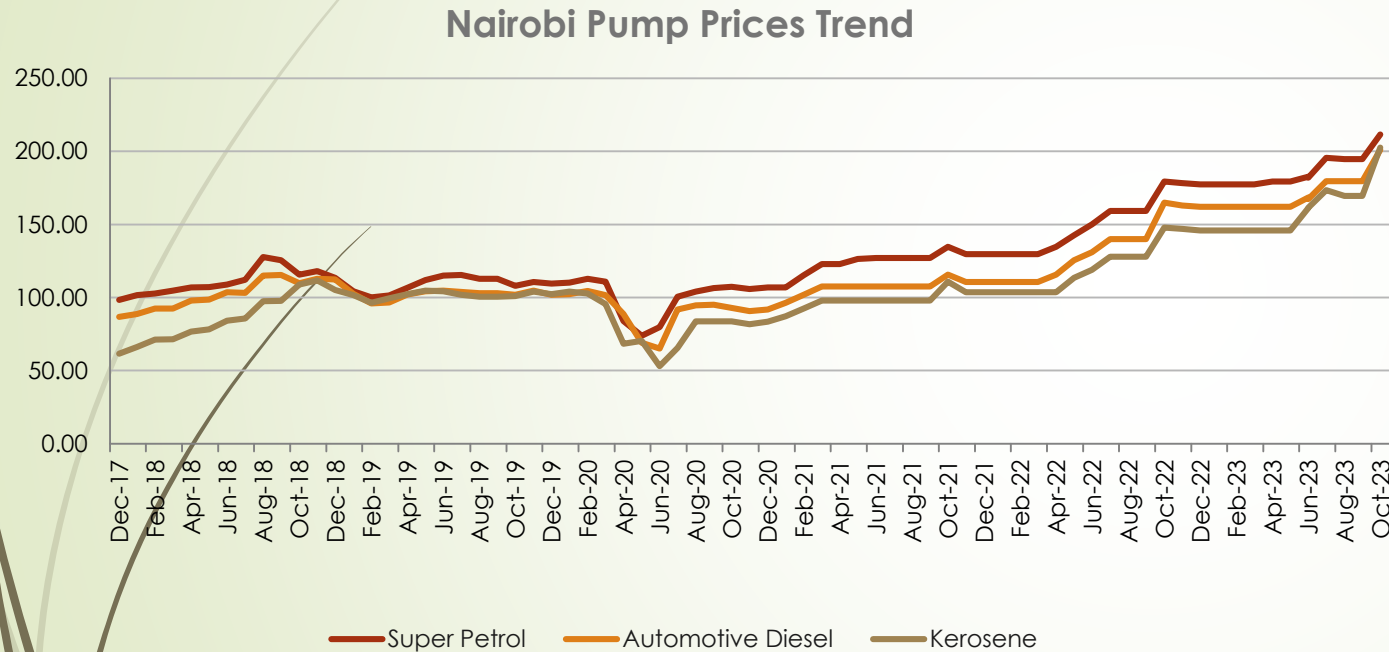


TOP INDUSTRY CONSUMERS JANUARY - MARCH 2023		TOP INDUSTRY CONSUMERS APRIL - JUNE 2023	
RETAIL OUTLETS	50.0%	RETAIL OUTLETS	51.9%
RESELLERS	19.7%	RESELLERS	20.1%
CIVIL AVIATION	14.0%	CIVIL AVIATION	14.3%
OTHER COMMERCIAL SECTORS	5.13%	OTHER COMMERCIAL SECTORS	4.22%
ENERGY PRODUCTION	3.93%	TRANSPORT & COMMUNICATIONS	3.52%
TRANSPORT & COMMUNICATIONS	3.39%	ENERGY PRODUCTION	1.77%
MANUFACTURING INDUSTRIES	1.43%	MANUFACTURING INDUSTRIES	1.36%
AGRICULTURE	0.71%	GOVERNMENT SERVICES	0.91%
BUILDING & CONSTRUCTION	0.60%	BUILDING & CONSTRUCTION	0.59%
GOVERNMENT SERVICES	0.55%	AGRICULTURE	0.57%
MINING & OTHER NATURAL RESOURCES	0.51%	MINING & OTHER NATURAL RESOURCES	0.49%
MILITARY	0.06%	MILITARY	0.14%
TOURISM	0.04%	TOURISM	0.03%
Grand Total	100.0%	Grand Total	100.0%

Higher landed cost of petroleum products has resulted in increasing costs of petroleum

Key Comments

Petroleum Products Price Trend (2015 -2022)



SOURCE: EPRA

- Taking into account the weighted average cost of imported refined petroleum products, the changes in the maximum allowed petroleum products pump prices in Nairobi for the period 15th September to 14th October 2023 are as follows:
 - Super Petrol increased by KShs. 16.96, Diesel increased by KShs. 21.32 per litre and Kerosene increased by KShs. 33.13 per litre.
 - The prices are inclusive of the 16% Value Added Tax (VAT) in line with the provisions of the Finance Act 2023, the Tax Laws (Amendment) Act 2020 and the revised rates for excise duty adjusted for inflation as per Legal Notice No. 194 of 2020.
- In the period 15th August to 14th September 2023, the maximum allowed petroleum products pump prices remained unchanged from the period 14th July to 15th August 2023 on account of the Government stabilizing the prices for Super Petrol, Diesel and Kerosene which had maximum allowed prices in Nairobi of KShs. 194.68, KShs. 179.67 and KShs. 169.48 respectively.
- It will be interesting to note consumption the Q3 2023 following price review pursuant to the Finance Act 2023 taking into account VAT at 16%.

Kenya Petroleum Market Share Q2 2023 and January – June 2023: Top 15 companies

OVERALL MARKET SHARE (INCLUDING EXPORTS) APRIL - JUNE 2023	
VIVO ENERGY	15.39%
TOTALENERGIES	11.43%
RUBiS	11.41%
OLA	5.33%
STABEX	3.58%
ORYX	3.48%
BE ENERGY	3.42%
GALANA	3.41%
LAKEOIL	3.19%
HASS	3.17%
TOSHA	2.01%
COSTALINA	1.93%
PETRO	1.93%
JAGUAR	1.72%
RH DEVANI	1.70%
OTHER OMCs	26.90%
Grand Total	100.0%

OVERALL MARKET SHARE (INCLUDING EXPORTS) JANUARY - JUNE 2023	
VIVO ENERGY	15.35%
TOTAL ENERGIES	11.47%
RUBiS	10.93%
OLA	5.25%
STABEX	4.08%
ORYX	3.51%
BE ENERGY	3.46%
GALANA	3.39%
HASS	3.15%
LAKEOIL	3.01%
RH DEVANI	2.07%
PETRO	2.05%
TOSHA	1.82%
COSTALINA	1.78%
TEXAS	1.61%
OTHER OMCs	27.08%
Grand Total	100.0%

KENYA PETROLEUM SALES MARKET SHARE APRIL - JUNE 2023	
VIVO ENERGY	21.71%
TOTAL ENERGIES	14.90%
RUBiS	14.29%
OLA	7.56%
BE ENERGY	3.90%
ORYX	3.46%
GALANA	2.48%
RH DEVANI	2.43%
LAKEOIL	2.42%
TOSHA	2.26%
STABEX	2.17%
PETRO	1.85%
HASS	1.76%
FOSSIL	1.67%
JAGUAR	1.65%
OTHER OMCs	15.50%
Grand Total	100.0%

KENYA PETROLEUM SALES MARKET SHARE JANUARY - JUNE 2023	
VIVO ENERGY	21.56%
TOTAL ENERGIES	15.07%
RUBiS	13.71%
OLA	7.40%
BE ENERGY	3.72%
ORYX	3.46%
RH DEVANI	2.94%
STABEX	2.66%
GALANA	2.54%
LAKEOIL	2.42%
PETRO	2.02%
TOSHA	2.00%
HASS	1.83%
GAPCO	1.50%
JAGUAR	1.44%
OTHER OMCs	15.75%
Grand Total	100.0%

Key Comments

1. The top 10 companies had a combined overall market share of 73.10% in Q2 2023 down from 81.64% in Q1 2023, indicating market share growth in mid-tier companies.
2. Vivo Energy, TotalEnergies, RUBiS Energy and OLA Energy maintained their top five position with RUBiS Energy gaining growth in overall and local market share coinciding with their growth in the retail segment.

Retail Outlets and Resellers Volumes Q2 2023 and January – June 2023: Top 15 companies

RETAIL OUTLETS MARKET SHARE APRIL - JUNE 2023	
VIVO ENERGY	31.7%
TOTAL ENERGIES	21.0%
RUBiS	15.1%
OLA	6.6%
LAKEOIL	2.9%
FOSSIL	2.4%
HASS	2.4%
GALANA	2.2%
GEHL	1.8%
LEXO	1.6%
ASTROL	1.5%
LUQMAN	1.3%
TOSHA	1.2%
AFTAH	1.1%
PETRO	1.0%
OTHER OMCs	6.4%
Grand Total	100.0%

RETAIL OUTLETS MARKET SHARE JANUARY - JUNE 2023	
VIVO ENERGY	31.8%
TOTAL ENERGIES	21.7%
RUBiS	15.2%
OLA	6.4%
LAKEOIL	2.7%
GALANA	2.4%
HASS	2.4%
GEHL	2.0%
LEXO	1.7%
LUQMAN	1.3%
TOSHA	1.2%
FOSSIL	1.2%
PETRO	1.1%
ASTROL	1.0%
AFTAH	1.0%
OTHER OMCs	7.0%
Grand Total	100.0%

RESELLERS MARKET SHARE APRIL - JUNE 2023	
ORYX	16.13%
TOSHA	8.13%
TOTAL ENERGIES	7.56%
PETRO	6.73%
VIVO ENERGY	5.58%
GAPCO	5.39%
LAKEOIL	4.57%
TOWBA	4.56%
BE ENERGY	4.22%
GALANA	3.82%
SAHARA	3.60%
DALBIT	2.92%
EAGOL	2.71%
TEXAS	2.43%
FOSSIL	2.19%
OTHER OMCs	6.4%
Grand Total	100.0%

RESELLERS MARKET SHARE JANUARY - JUNE 2023	
ORYX	16.27%
TOTAL ENERGIES	7.64%
PETRO	7.44%
TOSHA	6.87%
GAPCO	6.33%
LAKEOIL	4.59%
VIVO ENERGY	4.43%
BE ENERGY	4.02%
TOWBA	3.77%
FOSSIL	3.74%
TEXAS	3.52%
GALANA	3.49%
SAHARA	3.45%
EAGOL	2.88%
DALBIT	2.24%
OTHER OMCs	7.0%
Grand Total	100.0%

Key Comments

In Q2 2023:

- Retail segment controlled 51.9% of the market share in Q2 2023 compared to 50.% in Quarter 1 2023
- Resellers gained 1% to 21.1% of the top industry consumers in Q2 2023 compared to 20.1% in Q1 2023
- Despite the decrease in overall consumption of petroleum products the retail outlets sector increased by 1.0% compared to Q1 2023

Thank You!

CONTACT DETAILS

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