

CUSTOMER VOICE INSIGHTS

Sector Customer Voice Intelligence Report

STATE OF NAIROBI MALLS 2024

38 shopping centres · 17,532 visitor reviews · Jan-Dec 2024

*What shoppers really said across Nairobi's malls in 2024 —
and what it means for footfall.*

PREPARED JUNE 2026

Confidential — Customer Voice Insights · Nairobi retail sector



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Executive Summary • Sector Customer Voice Intelligence Report

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THE 2024 SECTOR AT A GLANCE

AVG RATING 4.52 across 38 malls	POSITIVE 89.4% rated 4-5 stars	#1 COMPLAINT Parking ~1 in 5 critical	REPLY RATE 8.9% 25 of 38 replied to none
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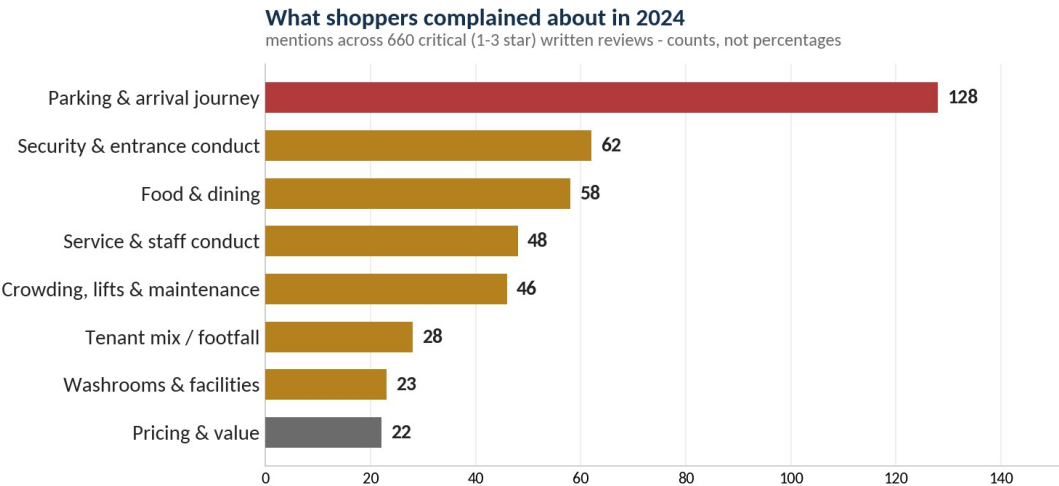
The headline

Nairobi's malls had a strong year with shoppers — 4.52 stars on average and nearly nine in ten reviews positive. But three things sit beneath that comfortable number: the arrival journey (parking payment, pricing, wayfinding) is the most common controllable complaint in the city; conduct at the entrance is the second; and the sector barely replies to reviews — 25 of 38 malls answered none in 2024.

Shoppers love food and dining, one-stop variety, clean open space and family appeal — the assets to market. The friction is concentrated in the first and last five minutes of the visit, and in a public review page almost no one is tending.

◆ What Shoppers Said in 2024

We read all 660 critical (1–3★) written reviews and grouped the genuine issue in each. The hierarchy is the same at mall after mall — and parking leads it.



Three ways to act on it

Fix now (common + controllable)	Close out (rare + serious)	Build on (loved + in demand)
Parking payment & wayfinding	Lift / safety incidents	Food, dining & coffee culture
Entrance & security conduct	Filthy or missing washrooms	One-stop variety under one roof
Start replying to reviews	Guards mocking / 'classism' claims	Open, clean, family-friendly space

THE STRATEGIC PRIORITY

Fix the arrival journey — card/mobile parking payment, clear pricing, wayfinding and a courteous entrance — and start replying to reviews. The first is the most common controllable complaint in the city; the second is free and almost no one is doing it. Together they are the cheapest way for a Nairobi mall to pull ahead of its neighbours.

About this summary: Figures cover 17,532 Google reviews dated in the 2024 calendar year across 38 Greater-Nairobi malls. Complaints ranked by how many shoppers raised each; reply rate measured against written reviews. In this sector summary, malls are named only in the full report's ranking exhibits; review examples are de-identified. Full report and underlying verbatim available from CVI.

Full report: State of Nairobi Malls 2024. • Customer Voice Insights Ltd • Nairobi • Adrian Leshan, Business Lead • +254 705 495016 • hello@cvi.co.ke • cvi.co.ke