

State of Nairobi Restaurants — 2023

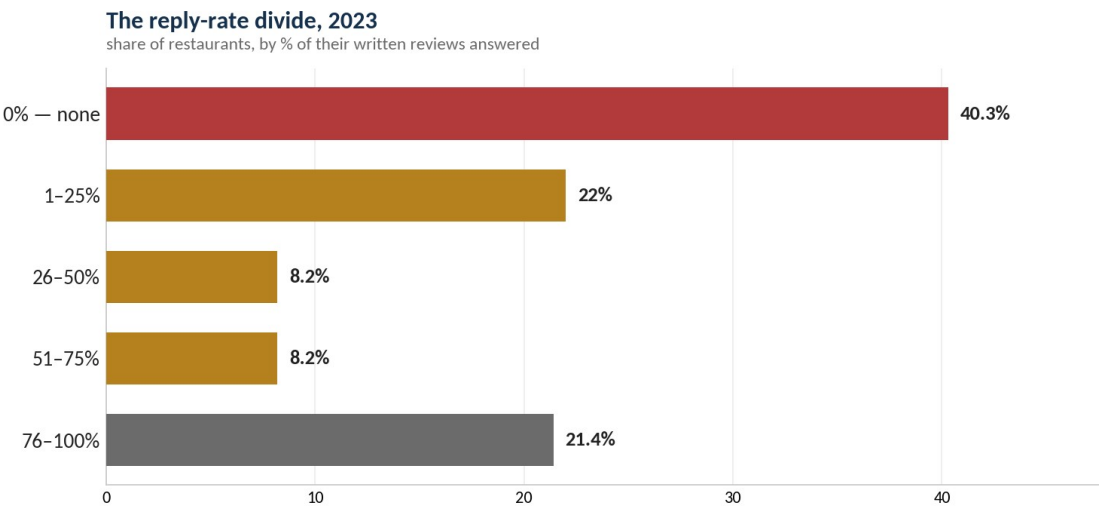
An anonymised market report • 160 restaurants • 23,080 Google reviews

RESTAURANTS	MEDIAN RATING	CRITICAL REVIEWS	MEDIAN REPLY RATE
160	4.46	11%	6%
10+ reviews in 2023	band 4.33–4.57	rated 1–3★	40% reply to none

The five findings

- 1 • Most restaurants reply to almost nothing.** The typical venue answered 6% of its written reviews; 40% answered none. A top quartile answered most — the reply-rate divide is the sharpest line in the market.
- 2 • Diners are broadly happy.** Median rating 4.46 (band 4.33–4.57); ~11% of reviews were critical. Nairobi dining rates well.
- 3 • Service is the swing factor.** Service & staff drove a third of critical reviews (33%) yet is also a top-three strength — the same lever delights and disappoints.
- 4 • Food consistency is the second pain.** ~23% of critical reviews; the issue is “not what it was last time,” not bad cooking.
- 5 • Atmosphere wins the praise.** Ambiance & setting led all positive reviews (30%) — the city is loved for its vibe and settings first.

The reply-rate divide — the market’s sharpest line



What this means for your restaurant

Replying to reviews already puts you ahead of most of the city; consistent service and consistent food are where the rating is won. A confidential CVI report shows exactly where your restaurant sits against its price band and the city median. Adrian Leshan, Business Lead • +254 705 495016 • hello@cvi.co.ke • cvi.co.ke • Book a 20-minute walkthrough.