

Executive Summary — Featured Market Report

State of Nairobi Restaurants — 2024

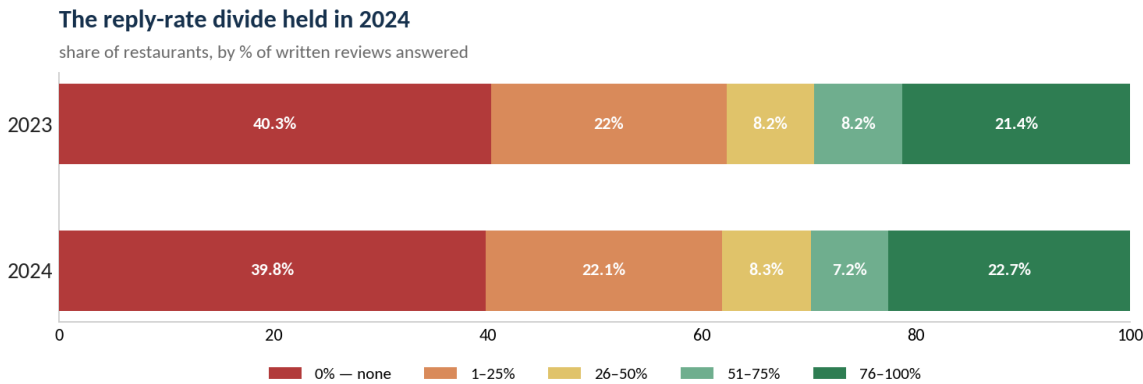
An anonymised market report • 182 restaurants • compared with 2023

RESTAURANTS	MEDIAN RATING	CRITICAL REVIEWS	MEDIAN REPLY RATE
182	4.45	12.6%	7.3%
160 in 2023	flat from 4.46	up from 11.4%	from 6.0%

What changed in 2024

- 1 • **Stable rating, slightly more complaints.** Median held at 4.45; critical reviews rose 11.4% → 12.6%. Diners were a touch harder to please.
- 2 • **Replying inched up; the divide barely moved.** Median reply rate 6.0% → 7.3% and replies to critical reviews 8% → 17% — but ~40% still answered nothing.
- 3 • **Service pulled apart.** Service grew as both the top complaint (33% → 35%) and a strength (15% → 18% of praise) — the swing factor sharpened.
- 4 • **Food consistency got louder.** Second-biggest pain, rising 23% → 25% of critical reviews.
- 5 • **Atmosphere stayed the signature.** Ambiance led praise again (31%) — unchanged as what diners love first.

The reply-rate divide held



What this means for your restaurant

2024 rewarded the restaurants that engaged with their diners — most still don't. A confidential CVI report shows your year-on-year movement and where you sit against your 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.