

Executive Summary — Featured Market Report

State of Nairobi Restaurants — 2025

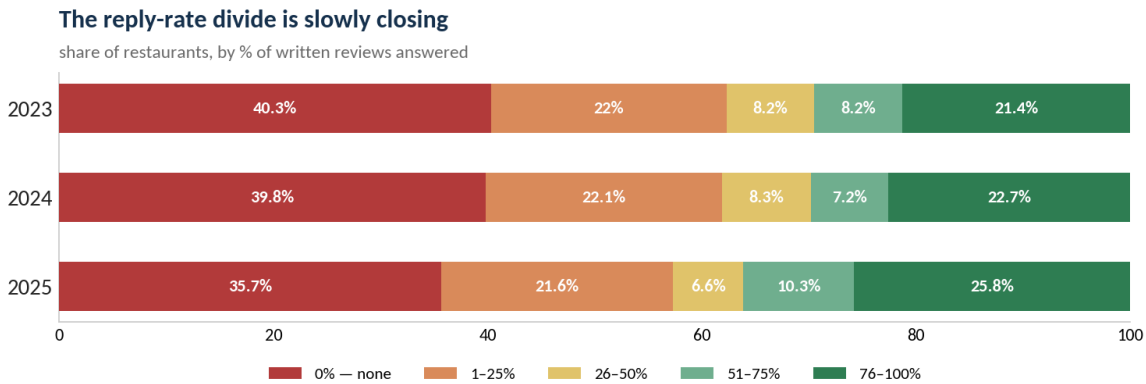
An anonymised market report · 215 restaurants · the three-year trend

RESTAURANTS	MEDIAN RATING	CRITICAL REVIEWS	MEDIAN REPLY RATE
215	4.50	11.3%	12.3%
160 → 182 → 215	4.46 → 4.45 → 4.50	best of 3 years	doubled from 6.0%

The three-year story

- 1 • Rating at a three-year best.** Median reached 4.50 (from 4.46, 4.45) and critical reviews fell back to 11.3% — the city's standard is holding and edging up.
- 2 • Replying doubled, but most still answer little.** Median reply rate 6.0% → 12.3%; yet a third of restaurants still answer none — replying remains a real differentiator.
- 3 • Service is the swing factor.** Now the #1 complaint (38%) and the fastest-rising strength (15% → 22%) — consistency of service sorts the market.
- 4 • Food consistency keeps climbing.** Up every year to 27% of complaints — the steadiest rising pain.
- 5 • Atmosphere endures.** Ambiance led praise all three years, reaching 33% — diners love where they eat first.

The reply-rate divide is slowly closing



What this means for your restaurant

Direction beats the score: a third of the city's restaurants rose over three years and a third slipped — invisible in a single star. A confidential CVI report shows your trajectory, your exact complaint mix, 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.