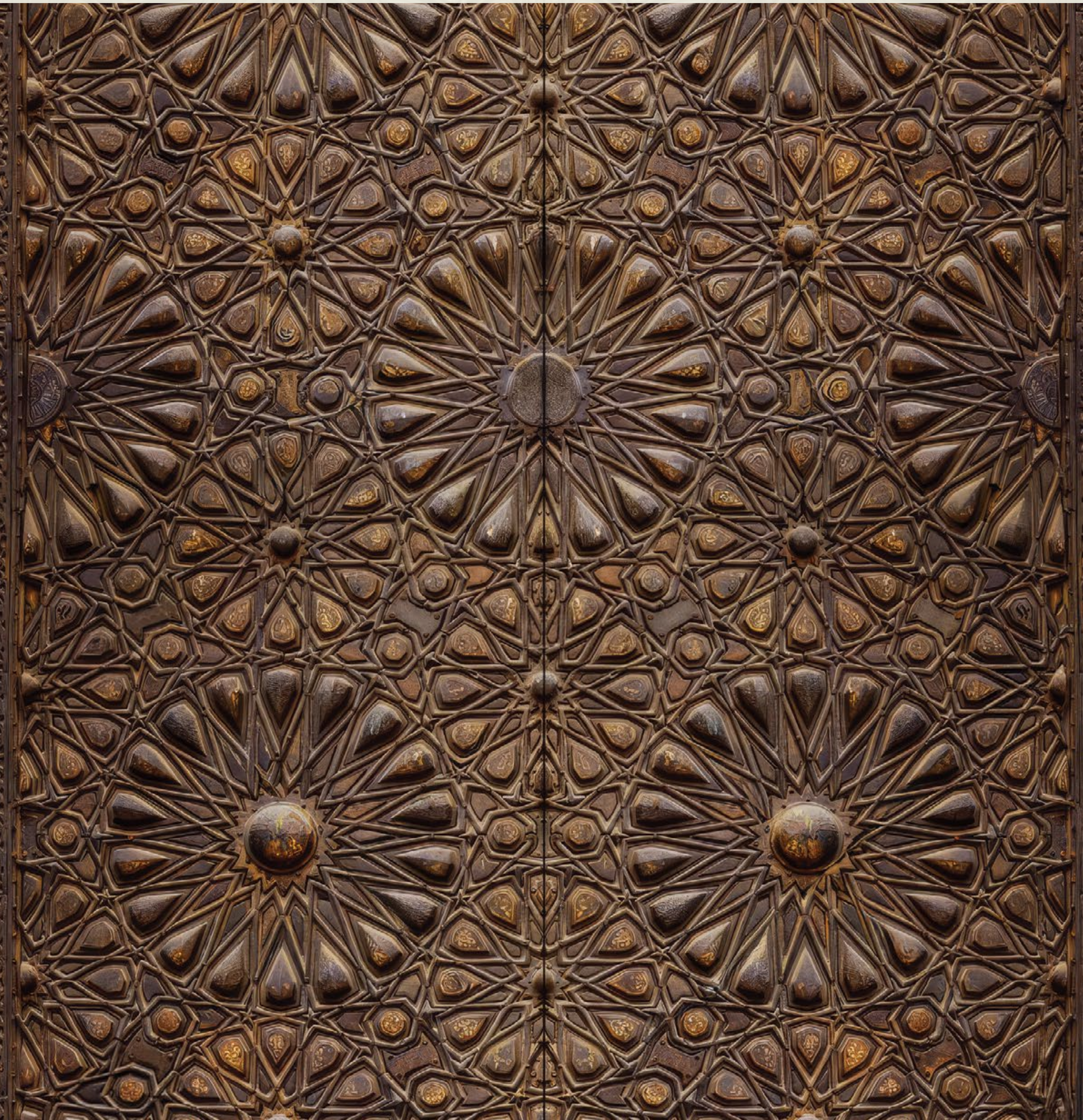
REPORT

Wealth & Investment Trends

2026 Edition | A perspective on wealth investment trends in Kenya | knightfrank.com/research



2026 Edition
Wealth & Investment Trends

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OUR COVER

Major Themes

Conventional commercial sectors face headwinds (such as global hybrid work models or oversupply in the Nairobi office market). Investors in both cohorts are moving capital towards infrastructure-linked real estate that offers resilient, stable yields.

1 DOMESTIC CONFIDENCE REMAINS STRONG

- Limited appetite for second passports and alternative residency programmes.
- The majority of residential property holdings remain within Kenya.
- Kenya continues to outperform offshore markets as the preferred investment destination.

2 SHIFT TOWARDS ALTERNATIVE ASSET CLASSES

- Declining portfolio allocations to primary and secondary homes.
- Growing interest in REITs, fixed-income products, and alternative assets.
- Increased focus on income-generating and liquid investments.
- Limited growth in direct commercial property investment.
- Increased investor preference for logistics, industrial, and specialised property sectors.

3 KEY SECTORS TO WATCH

- Data Centres
- Residential Private Rented Sector (PRS)
- Hotels and Leisure
- Farmland and Agricultural Land
- Logistics and Industrial Real Estate

4 ESG PRIORITIES ON THE RISE

- Strong preference for renewable energy-enabled assets.
- Rising importance of green building certifications.
- Increased focus on refurbishment and ESG-led asset enhancement strategies.

5 INVESTMENTS OF PASSION

Art, watches, classic cars, jewellery, and wine continue to attract growing interest from Kenyan HNWIs.

- Art remains the leading passion investment.
- Watches have overtaken classic cars as the second-most-sought-after collectible asset.
- Most HNWIs allocate less than 10% of their portfolios to luxury investments.
- Ownership enjoyment increasingly complements investment returns as a key motivation.

6 PRESERVATION OVER SPECULATION

- Strong preference for real assets.
- Conservative allocation to luxury and passion investments.
- Continued focus on wealth preservation.
- Growing emphasis on resilience, diversification, and sustainable returns.

Key findings
Clients' Portfolio/ 2026 Perceptions

IMAGE: Nairobi Skyline

Number of Clients in Wealth/ Fund Management Portfolios

The 2026 survey sought to establish the approximate number of clients represented within wealth and fund management portfolios. Findings indicate that 31% of wealth managers interviewed oversee up to 30 clients, while 25% manage between 51 and 100 clients. Notably, more than 12% of respondents reported managing portfolios of 500 or more clients.

This distribution underscores a diverse client base across the wealth management industry and reinforces the representativeness of the findings in capturing Kenya's evolving wealth landscape.

Value of Wealth/ Fund Management Portfolios

A POSITIVE SHIFT

A significant 31% of respondents reported overseeing portfolios valued between US$ 21–50 million, marking a substantial improvement from 2025, when the majority of portfolios were concentrated below the US$ 5 million threshold. This upward shift reflects strengthening macroeconomic fundamentals, improved investor confidence, and gradual wealth accumulation within the upper-middle and affluent segments.

A more supportive economic environment underpins this improvement. Kenya's real GDP growth is projected to range between 4.9% and 5.5% in 2026, up from 4.6% in 2025, driven by stronger domestic demand and easing inflationary pressures. In addition, diaspora remittances continue to play a stabilising role in the economy, reaching approximately KSh 661 billion in early 2026, outperforming traditional export categories and reinforcing foreign exchange stability. These inflows are increasingly anchoring household liquidity and supporting wealth expansion across managed portfolios.

Further insights show that 19% of wealth managers each reported overseeing portfolios in the US$ 51–100 million and US$ 101–500 million ranges, respectively, indicating a gradual deepening of the mid-to-upper wealth bands and a slow but steady maturation of Kenya's wealth pyramid.

SCARCITY OF UHNWIS AT THE APEX

At the top of the wealth spectrum, only 6% of respondents reported managing portfolios valued between US$ 501 million and US$ 1 billion, compared to the previous year, when the same proportion reported managing portfolios exceeding US$ 1 billion. This reflects a slight downward recalibration in the ultra-high-net-worth segment classification but continues to underscore the scarcity of UHNWIs in Kenya. Consistent with other emerging markets, extreme wealth remains highly concentrated among a limited cohort, reinforcing the narrow apex of the country's wealth distribution. Sophisticated financial planning services.

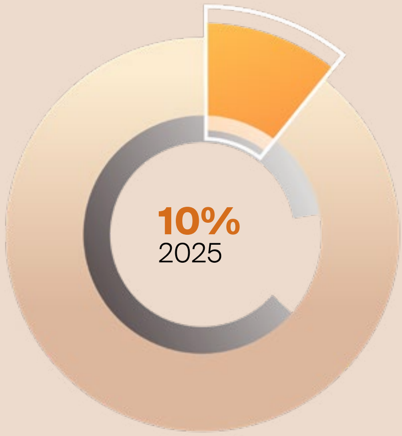
Slight increase in the number of HNWIs

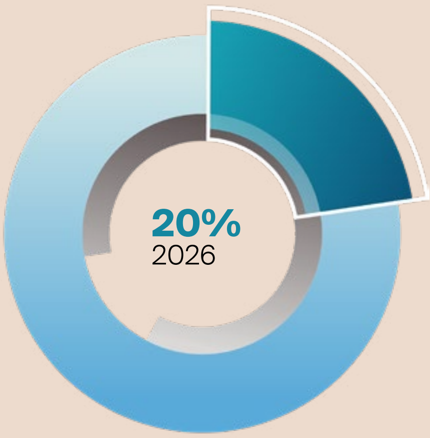
THE 2026 SURVEY DATA INDICATE A CLEAR GROWTH OF HIGH-NET-WORTH INDIVIDUALS COMPARED TO THE PREVIOUS YEAR.

Almost half of respondents (44%) reported an increase in HNWI numbers of 11% to 20% between 2025 and 2026. This represents a marked improvement from 2025, when the majority of wealth managers (over 50%) recorded growth of less than 10%, signalling a more subdued expansion of wealth creation.

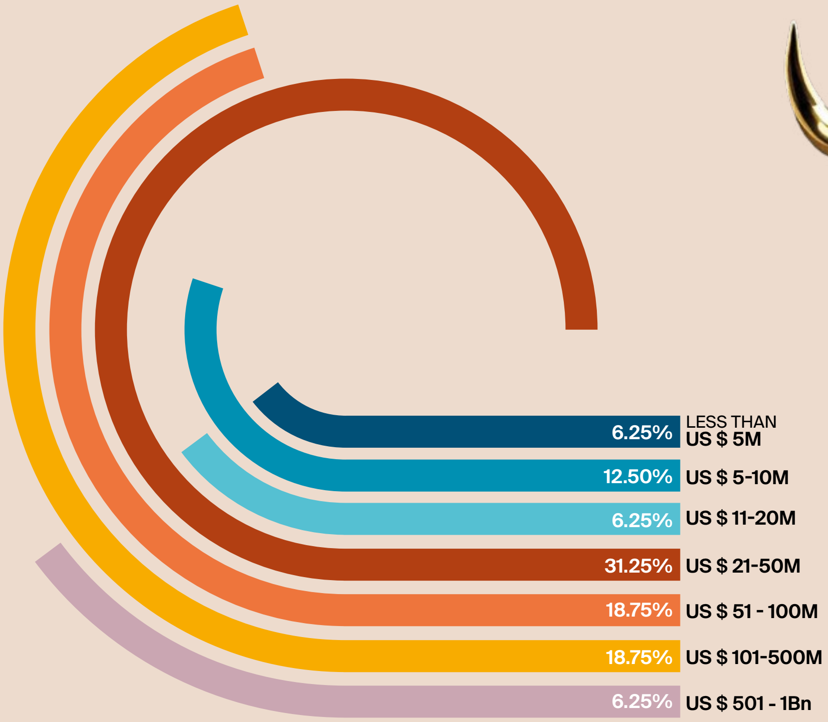
In addition, 31% of respondents indicated growth of up to 10% in their HNWI client base. While this reflects more moderate expansion, it still points to a broad-based upward trend in wealth accumulation across the market. Importantly, the shift in distribution, from predominantly sub-10% growth in 2025 to a stronger concentration in the 11–20% range in 2026, suggests improving momentum in high-value wealth creation.

Percentage growth in the number of HNWIs (2025-2026)





Value of Wealth/ Fund Management Portfolios



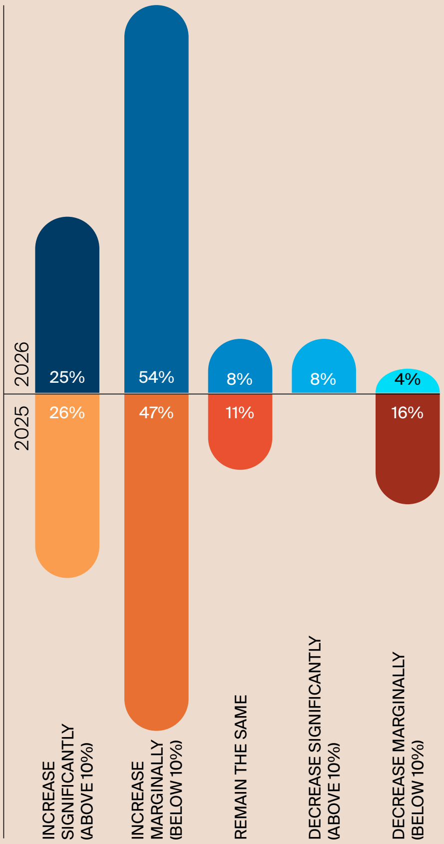
Optimism for 2026

Investor sentiment towards wealth growth in 2026 remains broadly positive, signalling confidence in Kenya's economic and financial outlook.

From the data, more than half (54%) of respondents expect a marginal increase in wealth during 2026, while a further 25% anticipate significant wealth growth exceeding 10%.

In contrast, only 4% of respondents in 2026 expect their wealth to decline marginally, while just 8% foresee a significant reduction, underscoring relatively limited downside expectations despite prevailing global and domestic uncertainties.

The sustained optimism is partly supported by improved macroeconomic stability, particularly Kenya's relative currency resilience. Since mid-2024, the Kenyan shilling has remained broadly stable at approximately KSh 129 against the US dollar, supported by robust diaspora remittances, record-high foreign exchange reserves, and increased capital inflows from recent Eurobond issuances. This stability has helped ease imported inflationary pressures, improve business predictability, and restore investor confidence across key sectors of the economy.



10%

Less than 10% of the clients are planning to apply for a second passport or new citizenship in 2026.

> "Kenya's position as a regional commercial and financial hub further strengthens incentives for affluent individuals"

Domestic Confidence

Domestic confidence among Kenya's HNWIs remains notably strong in 2026, with limited appetite for second citizenships or alternative residency programmes.

Half of the respondents indicated that fewer than 10% of their clients plan to apply for a second passport or new citizenship. Additionally, 38% reported that none of their clients are currently pursuing alternative citizenship status.

These findings are broadly consistent with trends observed in 2025, when similarly low proportions of HNWIs expressed interest in acquiring second citizenships. The continued preference for retaining primary residency in Kenya reflects sustained confidence in the country's long-term economic prospects and investment environment, despite prevailing global uncertainties.

This strong domestic orientation is closely linked to HNWIs' significant exposure to Kenya's local economy. Wealthy individuals continue to maintain substantial investments in sectors such as real estate, agriculture, technology, and private enterprise. Kenya's position as a regional commercial and financial hub further strengthens incentives for affluent individuals to remain anchored within the domestic market, where they possess established business networks and operational familiarity.

Beyond economic considerations, social and cultural factors also remain influential. Deep-rooted family structures, generational ties, and community networks continue to play a central role in residency decisions, reinforcing long-term attachment to the local market and limiting outward migration among Kenya's wealthy population.

Residential Trends

In Pursuit of Higher Liquidity & Returns

The allocation of wealth towards primary and secondary homes continued to decline in 2026, reflecting a sustained shift in investor preferences towards more liquid and higher-yielding asset classes.

The largest proportion of respondents (26%) indicated that less than 10% of their clients' wealth is currently allocated to primary and secondary homes. This marks a continued moderation from previous years, reinforcing the gradual repositioning of portfolios away from traditionally dominant residential property investments.

The trend underscores changing investment behaviour among HNWIs, driven by evolving economic conditions, the search for stronger returns, and the need for greater portfolio flexibility and liquidity. Investors are increasingly prioritising assets that generate stable income streams, preserve capital, and offer easier market exit opportunities.

As a result, wealth holders are progressively diversifying into alternative asset classes, including:

- **Real Estate Investment Trusts (REITs):** Offer more accessible, professionally managed, and liquid exposure to the real estate sector without the operational burden of direct property ownership.
- **Financial Instruments:** Including treasury bonds, fixed-income securities, and money market funds, which continue to attract investors seeking stability amid economic and market volatility.

Wealth allocation to properties abroad

Less than 10% of wealth is allocated to properties abroad, underscoring a strong preference for investing in domestic real estate

- **High-Growth Sectors:** Increased allocations to sectors such as technology, agriculture, renewable energy, and innovation-driven enterprises, reflecting a growing appetite for scalable, future-oriented investment opportunities.

The overall decline in wealth allocation towards residential property over recent years suggests a broader strategic shift towards diversified, income-generating, and more liquid investments. This trend aligns with wider market observations across emerging economies, where affluent investors are recalibrating portfolios in response to changing return profiles, macroeconomic uncertainty, and evolving capital preservation strategies.

My Land is Kenya

The preference for domestic real estate investment among Kenya's HNWIs remains strong in 2026, despite a modest increase in offshore residential property exposure.

The majority of respondents (35%) indicated that less than 20% of their clients' residential property holdings are located outside the country.

While this reflects a slight increase from 2025, when the majority reported holding less than 10% of residential wealth offshore, the findings nevertheless continue to demonstrate a clear preference for local real estate investment among affluent Kenyan investors.

This enduring domestic bias highlights important dynamics in investment strategy and risk perception among HNWIs. Many wealthy individuals continue to view the Kenyan property market as both familiar and strategically advantageous, offering perceived stability, long-term appreciation potential, and greater operational oversight than foreign markets.

The convenience of managing assets in the domestic market also remains a significant factor. Local investments provide investors with greater visibility, easier administration, and closer alignment with existing business and family interests. In addition, continued confidence in Kenya's urban growth prospects, infrastructure expansion, and regional economic positioning further reinforces the attractiveness of domestic real estate holdings among affluent households.

More than Two Homes

Ownership of multiple residential properties remains a defining characteristic among Kenya's affluent households.

According to the survey, the majority of wealth managers (44%) reported that their clients typically own three homes, a slight increase from 2025, when 39% reported similar ownership patterns. This was followed by clients owning two homes (30%), while 17% owned a single home. Only 4% of respondents indicated that their clients typically hold four homes.

The findings highlight the continued importance of residential property within wealth preservation and lifestyle planning strategies among HNWIs, even as overall portfolio allocations towards residential real estate gradually moderate.

For many affluent Kenyans, ownership of multiple homes is closely tied to lifestyle diversification, family considerations, and long-term investment planning. Common ownership structures typically include:

- A primary residence located in Nairobi or other key urban centres.
- A secondary home in rural, upcountry, or coastal destinations used for leisure, family retreats, or seasonal living.
- Additional residential or mixed-use investment properties intended for rental income generation or long-term capital appreciation.

Less than 10% bought homes in 2025/ planning to buy homes in 2026

Home purchase activity among Kenya's affluent households remains relatively subdued, despite a modest improvement from the previous year.

According to the results, the largest proportion of wealth managers (43%) indicated that less than 10% of their clients purchased a home in 2025.

Looking ahead, sentiment for 2026 remains measured. The majority of respondents (39%) anticipate that fewer than 10% of their clients will purchase homes this year, suggesting continued caution in the residential property market.

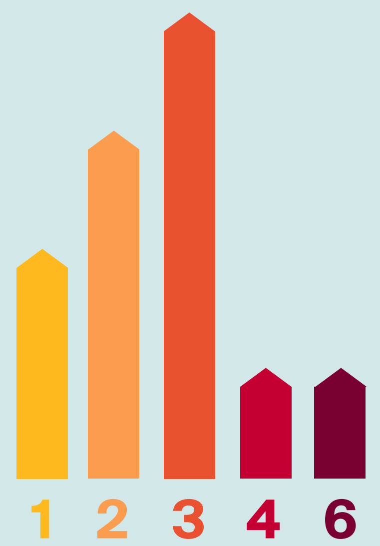
The relatively slow pace of homeownership and residential acquisition continues to be influenced by several structural and economic factors, including expensive mortgage financing, constrained disposable incomes, and long-standing cultural preferences favouring land acquisition over ready-built housing. Consequently, urban homeownership levels remain comparatively low, with Nairobi's homeownership rate estimated at approximately 7.7%. (KNBS, 2024)

Several key barriers continue to limit broader participation in the housing market.

- Limited Mortgage Accessibility: Mortgage penetration in Kenya remains extremely low, with fewer than 1% of adult Kenyans having access to mortgage financing. Elevated interest rates, substantial deposit requirements, and associated legal and transaction costs continue to make formal home financing inaccessible for many households.
- Preference for Land Acquisition: Culturally, many Kenyans continue to prioritise the purchase of undeveloped land, viewing it as both a flexible long-term investment and a pathway towards incremental home construction as financial capacity improves over time.
- High Cost of Living: Persistent inflationary pressures and broader economic uncertainty have continued to constrain disposable incomes and household savings, limiting many prospective buyers' ability to commit to large-scale residential purchases.

> "Residential acquisition continues to be influenced by several structural and economic factors"

Number of homes owned by the HNWIs



Home-ownership in 2025/26

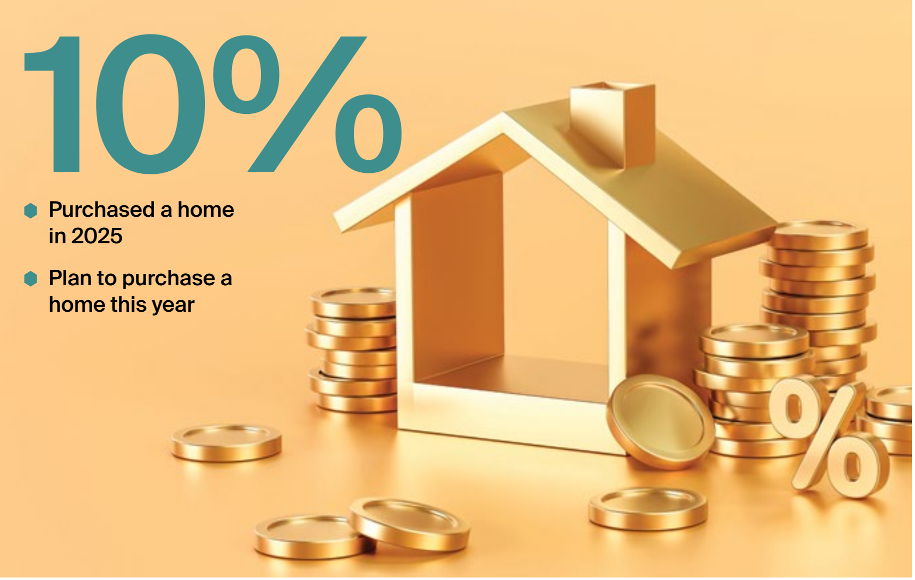


IMAGE: Tumbili, Mara

Exclusivity Among the HNWIs

The findings further highlight a continued preference among HNWIs to retain residential properties for private use rather than income generation.

According to the data, the largest proportion of respondents (22%) indicated that less than 10% of their clients rent out their homes to generate secondary income. A further 21% reported that 30–40% of their clients rent second homes for income. At the same time, none of the respondents indicated that more than 70% of their clients generate rental income from their residential properties.

These findings point to a strong inclination towards exclusivity in residential property ownership among Kenya's wealthy cohort, where homes are primarily held for personal use, lifestyle enhancement, and long-term value preservation rather than as active income-generating assets.

This behaviour is largely influenced by the purpose-driven nature of second-home ownership among HNWIs. Many affluent individuals acquire additional residences as private retreats for leisure, seasonal living, family use, or future retirement planning. As a result, these properties are often kept within the family or personal use ecosystem, reinforcing their role as lifestyle assets rather than commercial investments.

> "A strong inclination towards exclusivity in residential property ownership among Kenya's wealthy cohort, where homes are primarily held for personal use"

Kenya, the UK, and South Africa are the top home destinations

The survey explored preferred destinations for HNWIs planning to purchase new residential property, revealing a clear dominance of domestic investment alongside selective international diversification.

Findings show that Kenya remains the primary destination of choice, with 60% of respondents indicating it as their preferred location for future home purchases. This reinforces the continued strength of domestic confidence and the strategic appeal of the local real estate market among affluent investors.

Among secondary destinations, the United Kingdom ranked at 25%, while South Africa also emerges as a notable regional option at 15%. This distribution reflects a more diversified, yet still conservative, international outlook among Kenyan HNWIs.

Compared to 2025, when 66% of respondents similarly prioritised Kenya as their preferred investment destination, the overall pattern remains broadly consistent, although there is a subtle reconfiguration of secondary preferences. In the previous year, the United States and the United Kingdom featured more prominently as offshore destinations. In 2026, the UK retains its strong position, while South Africa has emerged as a more visible alternative within Africa.

KENYA:

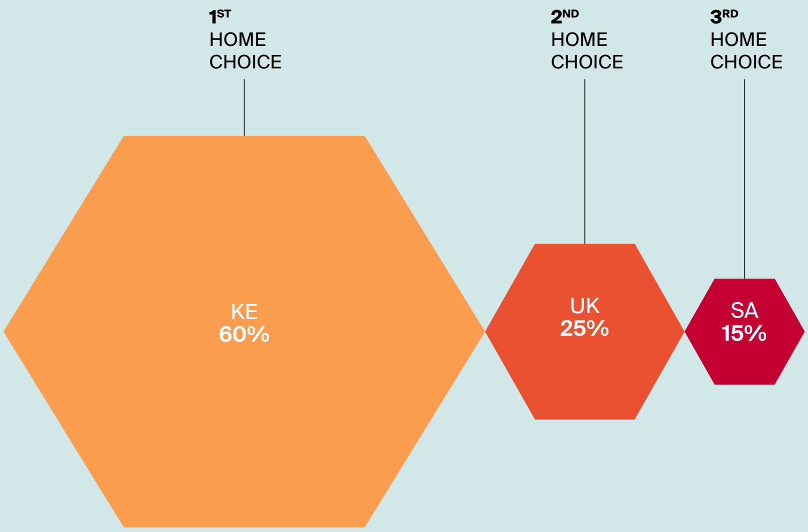
The continued dominance of Kenya underscores strong domestic confidence, underpinned by relative macroeconomic stability, sustained real estate sector activity, and a growing sense of national economic participation. For many HNWIs, local property investment is viewed not only as a wealth preservation strategy but also as a contribution to domestic economic development.

UNITED KINGDOM:

The United Kingdom remains a key offshore destination, supported by historical ties, legal and regulatory transparency, and perceptions of long-term stability. Prime markets such as London continue to attract Kenyan investors seeking secure, internationally diversified property holdings.

IMAGE: Asili Home, Nanyuki

Number of homes owned by the HNWIs



SOUTH AFRICA:

South Africa's increasing relevance reflects its position as a more mature and diversified African economy, with a well-developed financial system and sophisticated commercial and residential property markets. Its inclusion among preferred destinations signals a gradual broadening of intra-African investment flows among Kenyan HNWIs, alongside established Western markets.

> "In the previous year, the United States and the United Kingdom featured more prominently as offshore destinations"

The Investment Appetite

The findings further highlight a continued preference among HNWIs to retain residential properties for private use rather than income generation.

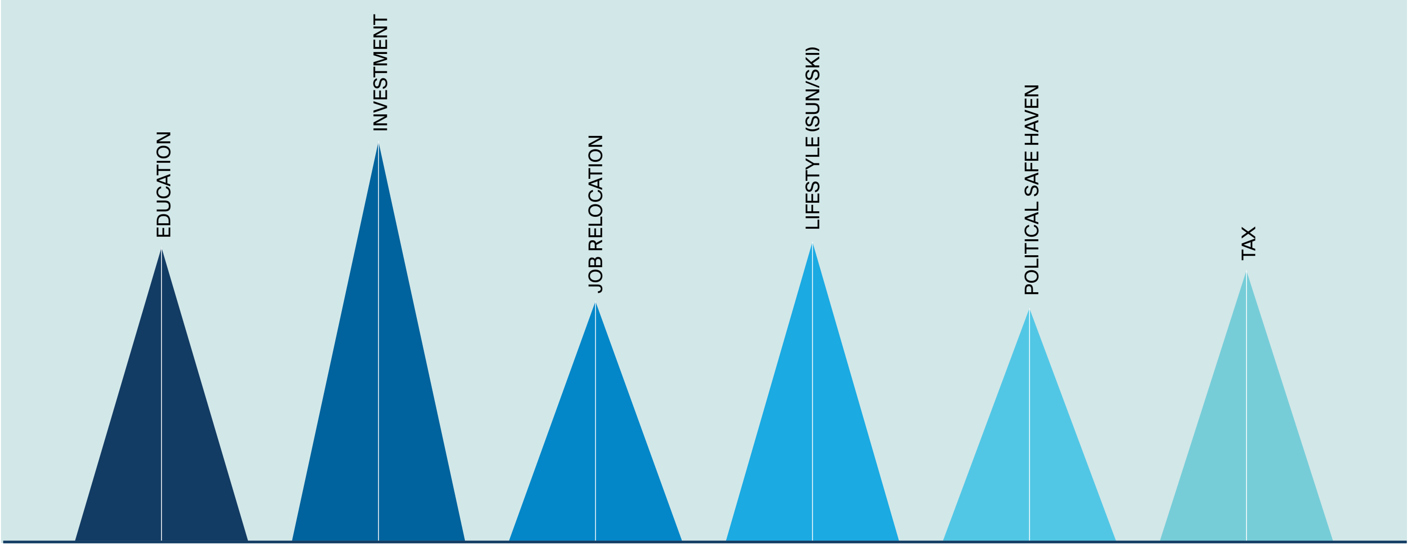
The survey explored the primary motivations behind future residential property purchases among HNWIs, revealing a continued dominance of investment-driven decision-making. A significant majority of respondents (60%) identified investment as the key motivation for their clients' future home acquisitions. This is broadly consistent with 2025 findings, when 56% of respondents similarly cited investment as the primary driver, underscoring real estate's resilience as a preferred store of value.

These results highlight that HNWIs continue to view residential property as both a lifestyle asset and a long-term investment vehicle, still reinforcing confidence among some HNWIs in traditional asset classes as reliable instruments for wealth preservation and gradual capital appreciation.

Other key motivations, ranked in order of importance, include lifestyle considerations and education needs, followed by tax considerations. Job relocation and political safe-haven factors were cited as the least significant drivers of residential property acquisition decisions, indicating that practical and lifestyle-oriented considerations continue to outweigh geopolitical or fiscal arbitrage motivations in this segment.

IMAGE: Naretoi, Mara

Motivations Behind Future Home Purchases



Commercial Trends

The predominance of sub-US$5 million investments also suggests that much of the market remains driven by local and regional investors rather than by large institutional capital.

Measured Approach Towards Commercial Real Estate

The survey also sought to determine the value of clients' commercial property investments, both held and targeted. The findings indicate that the majority of investors (35%) allocate less than US$ 5 million to commercial real estate investments. A further 30% reported investment values ranging between US$ 5 million and US$ 10 million, while none of the respondents indicated exposure to commercial property investments exceeding US$ 500 million.

The distribution suggests a measured, selective approach to commercial real estate, with investors favouring moderate-sized investments over large-scale commitments. This reflects the continued caution prevailing within the sector as investors balance growth opportunities against evolving market risks and changing demand dynamics.

Several factors may be influencing this investment behaviour. Commercial property markets continue to face challenges related to shifting occupier preferences, evolving workplace trends, and varying performance across asset classes. At the same time, access to capital, financing costs, and broader economic uncertainty have encouraged investors to prioritise smaller, more manageable investments that offer greater flexibility and lower exposure.

The predominance of sub-US$5 million investments also suggests that much of the market remains driven by local and regional investors rather than by large institutional capital. This pattern is characteristic of many emerging markets, where investors often adopt a phased investment strategy, testing opportunities through smaller transactions before scaling exposure to larger developments.

> "Commercial property markets continue to face challenges from shifting occupier preferences, evolving workplace trends, and varying asset class performance"

US$5m

The majority of investors (35%) allocate less than US$ 5 million towards commercial investments

IMAGE: Best Western Meridian Hotel, Nairobi CBD

Subdued Commercial Investment Appetite


IMAGE: Prime Office - One Africa, Westlands

Commercial property investment continues to attract relatively limited participation among HNWIs, reflecting a sustained shift towards alternative asset classes and evolving investment priorities.

According to the survey, more than half of respondents (55%) reported that fewer than 10% of their clients invested in commercial property during 2025, while none indicated that more than 60% of their clients had exposure to the sector.

This trend is largely consistent with the previous year's findings, when 50% of respondents reported that fewer than 10% of their clients invested in commercial real estate in 2024.

Looking ahead, sentiment remains similarly cautious. Half of the respondents (50%) indicated that fewer than 10% of their clients are expected to invest in commercial property in 2026, while none anticipated participation levels exceeding 40% of their client base.

The subdued investment appetite reflects several structural and market-specific challenges facing the sector. Notably, an oversupply of commercial real estate, particularly within the office segment, has contributed to elevated vacancy rates and increased pressure on rental yields. At the same time, investors are increasingly exploring alternative opportunities that offer greater flexibility, diversification, and potentially stronger risk-adjusted returns.

Emerging alternatives attracting investor interest include:

- **Real Estate Investment Trusts (REITs)** provide exposure to property markets without the complexities of direct ownership.
- **Purpose-Built Student Accommodation (PBSA)**, supported by growing tertiary education demand;
- **Development land and peri-urban land investments** continue to benefit from urban expansion and infrastructure development.

The continued evolution of workplace trends has also impacted investor sentiment. The rise of remote and hybrid working models has reduced demand for traditional office space, prompting investors to reassess long-term occupancy and rental growth prospects. Furthermore, elevated construction and financing costs have constrained new development activity and affected project feasibility across several commercial asset classes.

Despite these headwinds, opportunities remain in select market segments. Industrial and logistics real estate, particularly assets linked to e-commerce, warehousing, distribution networks, and supply chain infrastructure, continue to demonstrate resilience. As highlighted in our latest edition of Africa Report 2026/27, these sectors are benefiting from changing consumer behaviour, increased regional trade activity, and growing demand for modern logistics facilities, positioning them as some of the most attractive commercial real estate opportunities in the market.

Commercial property investment

- 10% invested in commercial property during 2025
- 10% are expected to invest in commercial property in 2026

Emerging Sectors

Sectors to Watch in 2026

We asked respondents to identify up to five sectors their clients are considering for investment in 2026. The results reveal a blend of emerging opportunities and traditional investment themes, reflecting evolving investor preferences amid changing economic and technological trends.

TOP OPTION 1: DATA CENTRES AND THE RESIDENTIAL PRIVATE RENTED SECTOR (PRS)

Data Centres (24%)

Data centres emerged as one of the most attractive investment opportunities among HNWIs in 2026, reflecting Kenya's growing position as a regional digital hub. Rapid expansion of the digital economy, rising internet penetration, increasing cloud adoption, and growing demand for artificial intelligence and data storage infrastructure are driving interest in the sector. Government initiatives supporting digital transformation and data localisation have further strengthened the investment case. As businesses, financial institutions, and technology firms continue to digitise operations, demand for secure, scalable, and energy-efficient data infrastructure is expected to rise significantly.

Residential Private Rented Sector (PRS)-24%

The Residential Private Rented Sector (PRS) also ranked highly among preferred investment sectors. Residential property continues to serve as an effective hedge against inflation while providing stable rental income and long-term capital appreciation. HNWIs increasingly view professionally managed rental housing as a resilient asset class, particularly in urban centres experiencing population growth and housing demand. Additionally, the continued expansion of Kenya's diaspora community and the growth of short-term accommodation platforms have strengthened demand for rental housing, creating attractive opportunities for both long-term and short-term residential investments.

> "HNWIs increasingly balance stability with high-growth investments"

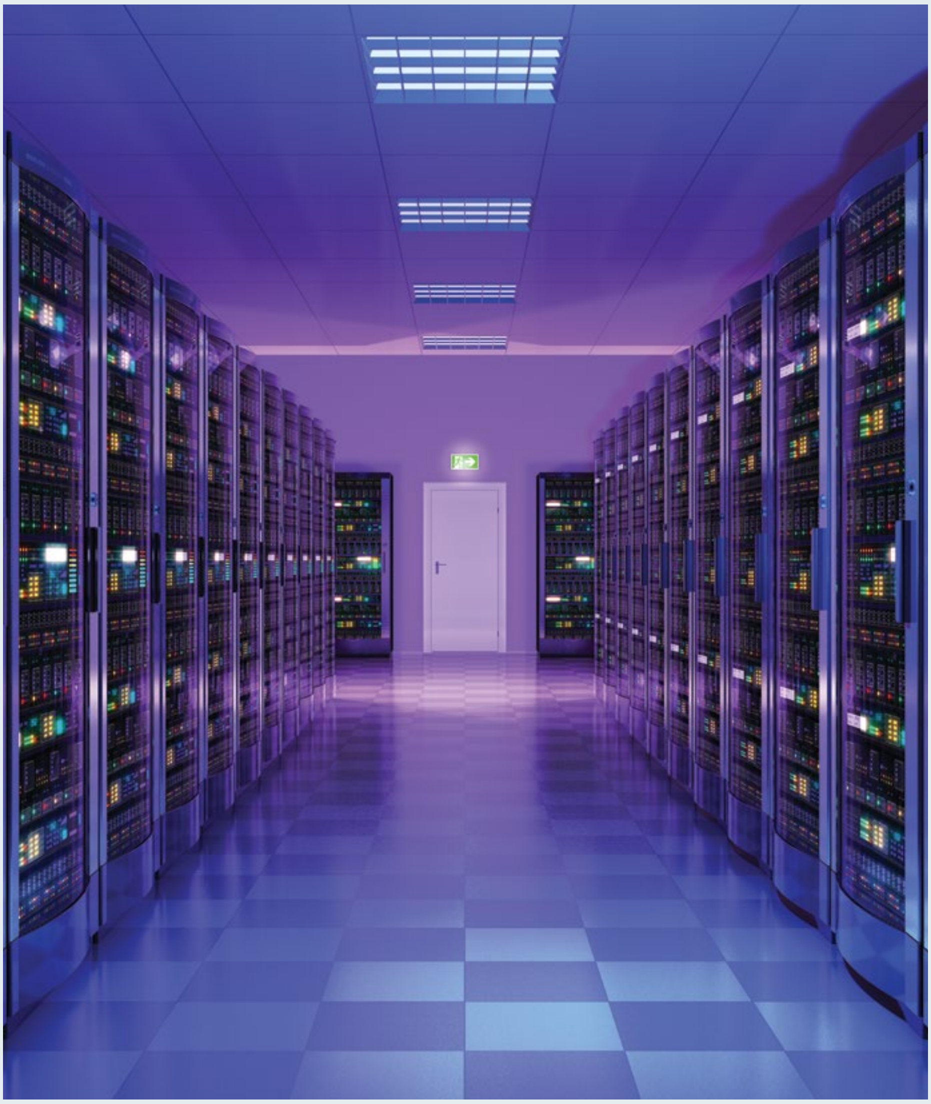


IMAGE: Data Centre

2026 Investment Sectors

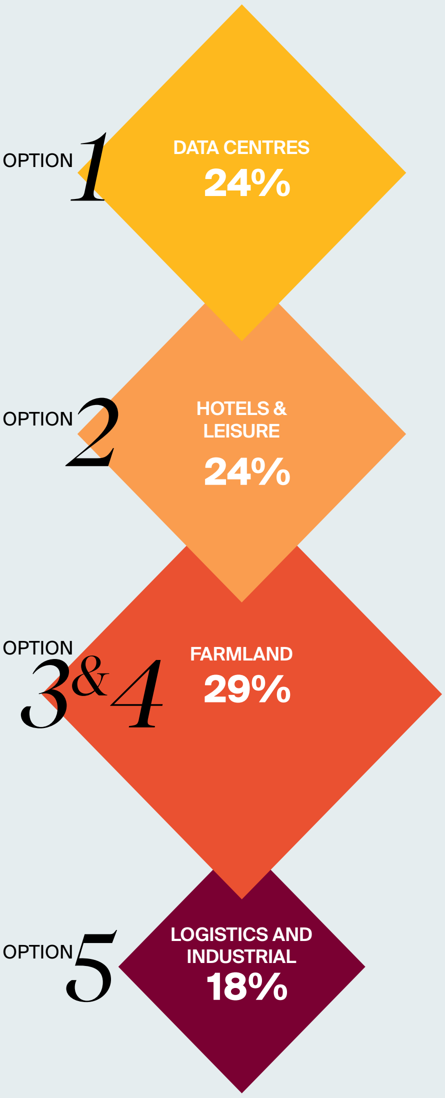


IMAGE: Best Western Meridian Hotel

TOP OPTION 2: HOTELS AND LEISURE (24%)

The hospitality sector remains a key investment destination, supported by the continued recovery and expansion of Kenya's tourism industry. International visitor arrivals increased significantly to approximately 2.55 million in 2025, up from 2.4 million in 2024, reinforcing investor confidence in the sector.

Kenya's diverse tourism offering, including wildlife, coastal, conference, and eco-tourism, continues to attract both local and international capital. Growth in business travel, regional conferences, and experiential tourism is creating new opportunities across hotels, resorts, serviced apartments, and leisure developments. As tourism receipts continue to improve, investors are increasingly viewing hospitality assets as attractive long-term income-generating investments.

TOP OPTIONS 3 AND 4: FARMLAND (29%)

Farmland continues to gain prominence as a preferred investment asset among HNWIs, ranking among the most attractive sectors for 2026. Investors increasingly view agricultural land as a secure hedge against inflation, a store of wealth, and a vehicle for long-term capital appreciation.

Unlike many financial assets, farmland offers tangible value and limited supply, making it particularly attractive during periods of economic uncertainty. Many investors are also acquiring large tracts of land in satellite towns and emerging growth corridors, anticipating future value appreciation driven by infrastructure development, urban expansion, and population growth.

Beyond its investment appeal, agricultural land serves as a generational asset that can be passed down through families while also providing collateral for future financing opportunities. This combination of wealth preservation, appreciation potential, and strategic flexibility continues to drive strong interest in the sector.

TOP OPTION 5: LOGISTICS AND INDUSTRIAL (18%)

Logistics and industrial real estate remain a high-potential investment segment, supported by the rapid growth of e-commerce, regional trade, manufacturing activity, and supply chain modernisation. Investors are increasingly attracted to logistics parks, warehousing facilities, distribution centres, and industrial developments that benefit from rising demand for efficient goods movement and storage infrastructure.

Compared to traditional office and commercial property segments, logistics assets continue to offer stronger occupancy levels and more stable rental yields, making them particularly attractive in the current market environment. The sector has also benefited from the introduction of industrial-focused REITs, providing investors with more liquid and professionally managed avenues for participation.

The listing of Africa Logistics Properties (ALP) REIT on the Nairobi Securities Exchange marked a significant milestone for the market, as it became East Africa's first industrial REIT and the first US dollar-denominated security on the exchange. Such developments are expected to further enhance investor participation and strengthen the long-term growth prospects of Kenya's logistics and industrial real estate sector.

LOOKING AHEAD

The 2026 investment landscape suggests that HNWIs are increasingly balancing traditional wealth preservation strategies with exposure to high-growth sectors linked to technology, demographics, infrastructure, and changing consumer behaviour. While residential property and land remain core portfolio components, emerging sectors such as data centres, logistics, and hospitality are gaining prominence as investors seek diversified sources of growth and income in an evolving economic environment.

Investment Destinations

Despite growing diversification into international markets, Kenya remains the dominant destination for commercial property investment among HNWIs.

Kenya, South Africa Top Investment Destinations

We asked respondents: If your clients are considering investing in commercial property, where are they most likely to invest?

KENYA AS A PRIMARY INVESTMENT DESTINATION

Despite growing diversification into international markets, Kenya remains the dominant destination for commercial property investment among HNWIs. This preference is anchored in a combination of structural, economic, and behavioural factors that continue to support domestic real estate allocation.

Key drivers include:

- **Urbanisation:** Rapid expansion of urban centres such as Nairobi, Mombasa, Kisumu, Nakuru, and emerging satellite towns continues to generate sustained demand for commercial and mixed-use real estate.
- **Infrastructure Development:** Ongoing investments in transport networks, road systems, and utility infrastructure are enhancing accessibility and unlocking new real estate corridors, thereby strengthening long-term asset values.
- **Economic Growth Prospects:** Despite prevailing macroeconomic constraints, Kenya's medium-term growth outlook remains supportive of business expansion and, by extension, demand for office, retail, and industrial space.
- **Local Market Familiarity:** Investors continue to favour markets with regulatory familiarity, established networks, and operational ease. Domestic ownership also enables closer oversight of assets while aligning with family and business presence.
- **Silicon Savannah and Innovation Ecosystem:** Kenya's positioning as a leading African technology and innovation hub continues to attract high-net-worth angel investors and venture-aligned capital, particularly in fintech, agritech, and e-commerce-driven ecosystems.

SOUTH AFRICA AS A LEADING INTERNATIONAL INVESTMENT OPTION

South Africa remains the most preferred international destination for Kenyan investors seeking commercial property exposure outside domestic markets. Its appeal is largely driven by market maturity, institutional depth, and diversification benefits.

Key factors include:

- **Mature Real Estate Market:** South Africa offers a well-developed, diversified commercial property landscape spanning office, retail, industrial, and mixed-use assets.
- **Established Infrastructure Base:** Strong physical and financial infrastructure supports greater market stability and enhances the predictability of asset performance.
- **Sophisticated Financial Ecosystem:** Advanced capital markets, structured investment vehicles, and professional asset management frameworks enable more efficient portfolio diversification and risk management.

> "South Africa remains the most preferred international destination for Kenyan investors seeking commercial property exposure outside domestic markets"

IMAGE: Mombasa Nyali Bridge

Farmland Investments & ESG

Food Production as a Top Priority

The survey reveals an overwhelming consensus among respondents that food production remains the primary motivation driving farmland investment decisions among HNWIs.

Notably, all respondents indicated that their clients first prioritise food production as the key rationale for investing in agricultural land. This represents a strengthening of an already dominant trend, compared to 2025, when a significant 83% similarly identified food production as the leading investment driver.

This strong preference underscores the central role of agriculture in Kenya's economy and growing concerns about food security and self-sufficiency. With continued population growth and rising demand for agricultural commodities, farmland is increasingly viewed not only as an investment asset but also as a strategic response to structural pressures on food supply.

Beyond food production, investors also associate farmland with a range of secondary value propositions. Tree planting and afforestation initiatives were cited by 63% of respondents, while 50% highlighted income generation from carbon credits as a key motivation. In addition, 44% of respondents pointed to broader environmental and sustainability benefits associated with land ownership.

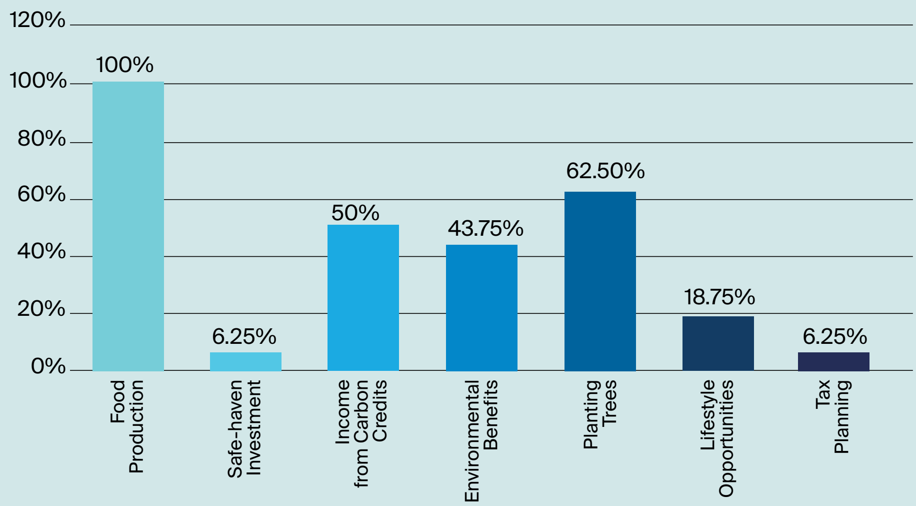
These findings reflect a widening investment lens in the agricultural sector, where farmland is no longer viewed solely as a productive asset, but also as a platform for climate-aligned investment strategies. The increasing influence of climate change, coupled with unpredictable weather patterns and environmental risks, has further reinforced investor interest in land-based assets that offer both tangible production value and emerging sustainability-linked revenue streams.

ESG Awareness in Commercial Property Investment

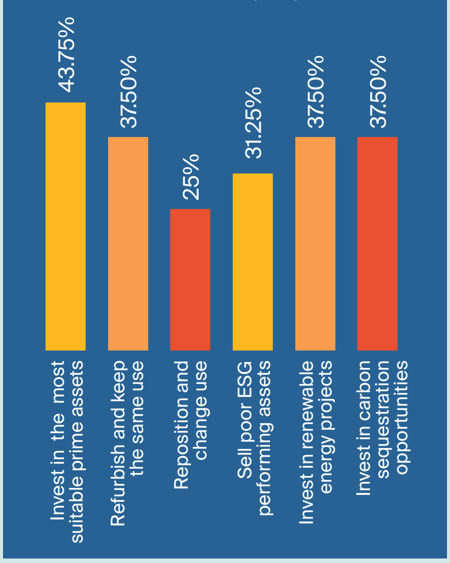
The survey examined the extent to which Environmental, Social, and Governance (ESG) considerations influence commercial property investment decisions among HNWIs. Findings indicate a growing integration of sustainability principles into investment strategies, reflecting both global investment trends and increasing regulatory and market pressure.

The majority of respondents (44%) indicated that their clients primarily invest in highly sustainable or prime-grade assets. A further 38% of respondents highlighted secondary ESG-aligned strategies, including investments in renewable energy projects, participation in carbon sequestration initiatives through land acquisition, and selectively targeting underperforming or poorly rated ESG commercial properties for refurbishment

Investing in Farmland



ESG in Commercial Property Investment



and value enhancement. This approach typically involves upgrading older office stock, improving energy efficiency, and maintaining existing use while enhancing environmental performance.

In addition, 31% of respondents indicated that their clients consider divesting from poorly performing ESG assets, signalling a gradual shift towards portfolio rationalisation and risk mitigation in line with sustainability standards.

Meanwhile, 25% reported interest in acquiring underperforming commercial properties with the intention of repositioning or repurposing them, for example, converting older office buildings into hospitality or mixed-use developments.

These findings suggest that ESG considerations are increasingly shaping investment behaviour in Kenya's commercial property market. Rather than being limited to exclusionary screening, ESG is being operationalised through active asset management strategies, including refurbishment, repurposing, and selective divestment, as investors seek to balance financial returns with sustainability objectives.

ESG-Related Criteria

The survey examined the key ESG-related factors influencing commercial property investment decisions among HNWIs. Findings indicate that environmental performance and sustainability credentials are increasingly central to acquisition strategies, reflecting a broader shift towards responsible and future-proof real estate investments.

A significant majority of respondents (75%) indicated that renewable energy integration is a primary ESG criterion their clients assess when evaluating potential property acquisitions. This highlights the growing importance of energy resilience, cost efficiency, and sustainability-driven infrastructure in shaping investment decisions.

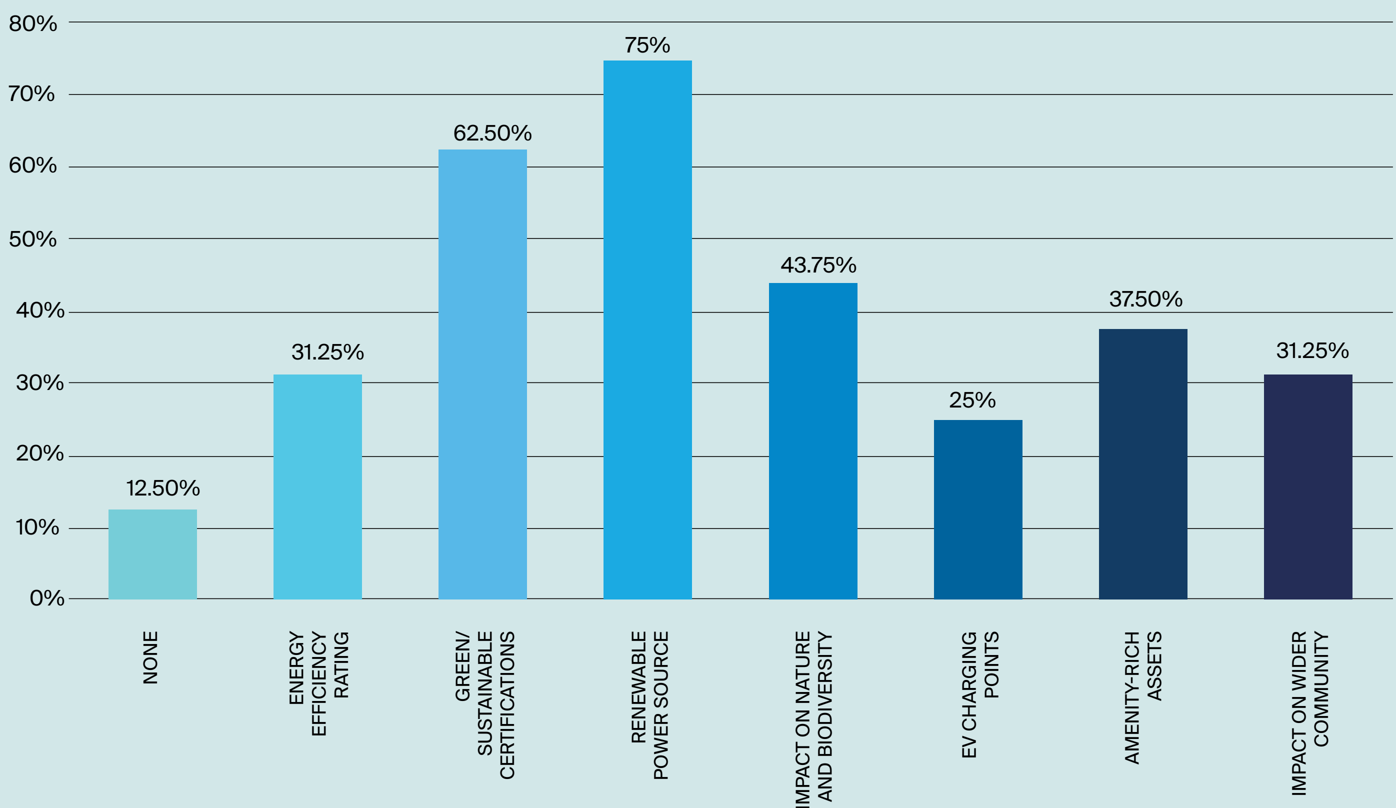
This is followed by 63% of respondents who cited green and sustainable building certifications, such as LEED, as key evaluation criteria. This trend aligns with findings from our latest edition of the Africa Report, which show that ESG-compliant office assets are attracting stronger occupier demand and recording higher occupancy levels than older, non-compliant stock.

Other notable ESG-related criteria include:

- **Impact on nature and biodiversity (44%)**, including features such as green roofs and environmentally sensitive site design;
- **Amenity-rich assets (38%)**, reflecting the importance of liveability, user experience, and integrated mixed-use environments;
- **Energy efficiency ratings (31%)**, underscore the growing emphasis on operational cost reduction and carbon performance.

The findings demonstrate that ESG considerations are increasingly embedded within investment decision-making frameworks. Rather than being a peripheral concern, sustainability metrics are now key determinants of asset selection, valuation, and long-term portfolio strategy in Kenya's commercial real estate market.

ESG-Related Criteria



Investments Of Passion

HNWIs are increasingly allocating capital towards tangible, collectible assets that combine personal enjoyment with long-term investment potential.

Art, Watches, and Classic Cars lead

In line with trends observed over the past three years, art continues to dominate as the most sought-after "investment of passion" among Kenyan HNWIs.

This year, 75% of respondents indicated that their clients are interested in acquiring art, up from 72% in 2025, reinforcing its position as the preferred passion asset within wealthy portfolios.

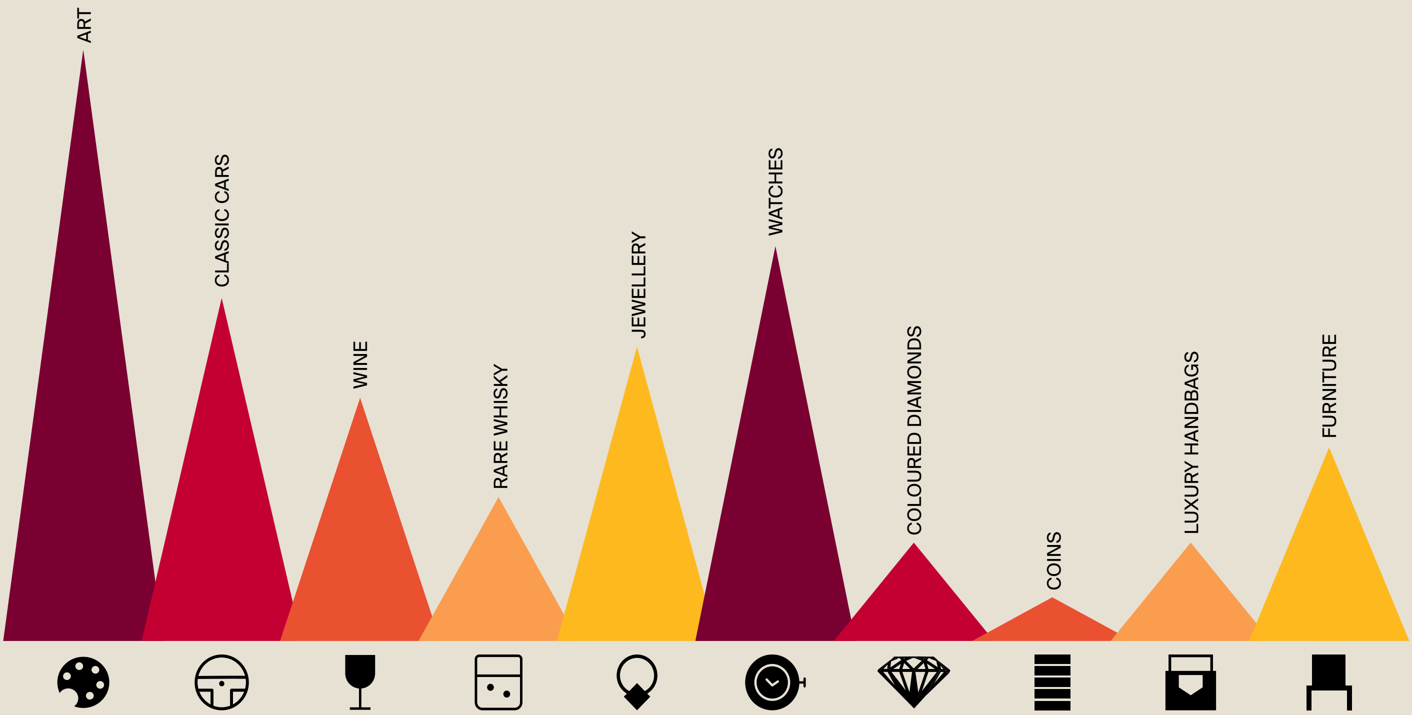
Watches ranked second at 50%, overtaking classic cars, which had occupied second place in last year's survey. Classic cars ranked third in 2026 at 44%, followed by jewellery (38%) and wine (31%).

The findings suggest that while traditional wealth preservation remains a priority, HNWIs are increasingly allocating capital towards tangible, collectible assets that combine personal enjoyment with long-term investment potential.

I. ART REMAINS THE PREFERRED PASSION ASSET

Several factors continue to drive the strong appetite for art among Kenya's wealthy individuals.

- **Growing Recognition of Art**- The profile of Kenyan artists continues to rise on both regional and international platforms. As Kenyan art gains greater visibility in global auctions, galleries, and exhibitions, demand has strengthened, supporting both valuations and collector interest. For many HNWIs, art represents an opportunity to participate in a rapidly evolving asset class while supporting cultural heritage.
- **Portfolio Diversification**- As investment portfolios become more sophisticated, investors are increasingly seeking alternative assets that offer diversification benefits. Art is often viewed as a long-term store of value with relatively low correlation to traditional asset classes such as equities and real estate, making it an attractive portfolio stabiliser during periods of market volatility.



» **Cultural and Legacy Considerations**- Beyond financial returns, art carries cultural significance and emotional value. Collections are increasingly viewed as legacy assets that can be passed down across generations while simultaneously reflecting personal identity, status, and patronage of local creative industries.

» **Greater Accessibility**- The expansion of galleries, art fairs, exhibitions, and digital marketplaces has improved access to artworks and broadened participation in the market. This increased visibility continues to attract new collectors and investors into the asset class.

II. WATCHES GAIN MOMENTUM

Watches emerged as the second-most-popular passion investment in 2026, reflecting growing interest in portable luxury assets.

For many HNWIs, luxury timepieces offer a unique combination of collectability, liquidity, and wealth preservation. High-end watches from established brands can retain or appreciate over time, while their portability and discretion make them attractive stores of wealth. In an environment characterised by inflation concerns and global uncertainty, investors increasingly view collectible watches as both lifestyle assets and alternative investments.

III. CLASSIC CARS RETAIN THEIR APPEAL

Classic cars remain a highly desirable passion asset, ranking third among preferred acquisitions. Beyond their investment potential, classic vehicles continue to symbolise prestige, exclusivity, and personal achievement.

Limited supply, growing collector communities, and increasing international demand continue to support values for select models. For many investors, classic cars offer a combination of emotional satisfaction and potential capital appreciation, making them a unique addition to diversified wealth portfolios.

IV. JEWELLERY AS A STORE OF VALUE

Jewellery remains an important component of passion investing, particularly during periods of economic uncertainty. Tangible assets often gain appeal when investors seek protection from inflation and market volatility, and high-quality branded jewellery continues to be viewed as a portable store of wealth.

Its durability, global recognisability, and ability to preserve value over long periods contribute to its resilience relative to other discretionary luxury purchases.

V. WINE CONTINUES TO MATURE AS AN ASSET CLASS

Wine rounds out the top five passion investments, reflecting growing sophistication among Kenyan investors. Interest in fine wine has been supported by increasing consumer knowledge, greater access to global wine markets, and growing awareness of wine as an alternative investment.

Concerns about inflation, supply chain disruptions, and the search for tangible assets have also contributed to rising interest in collectible wines. Whether acquired for future consumption, collection, or investment, wine is increasingly viewed as a legitimate component of a diversified wealth portfolio.

"Watches emerged as the second-most-popular passion investment in 2026, reflecting growing interest in portable luxury assets"

63%

allocate less than 10% of their wealth to luxury investment

Cautious Approach to Luxury Spending

We asked respondents: What percentage of your clients' investment portfolios is allocated, on average, to luxury investments such as wine, watches, classic cars, and jewellery? The findings indicate that luxury assets continue to occupy a relatively small portion of HNWI portfolios in Kenya.

A significant majority of respondents (63%) reported that their clients allocate less than 10% of their wealth to luxury investments, while only 6% indicated allocations between 31% and 40%.

Notably, none of the respondents reported clients allocating more than 40% of their portfolios to luxury assets, underscoring a measured and disciplined approach to Investments of passion despite growing interest in collectibles and alternative stores of value.

The results suggest that while luxury assets are increasingly recognised as portfolio diversifiers, they remain supplementary to core wealth-building strategies. Kenyan HNWIs continue to prioritise investments with stronger income-generating potential, long-term capital appreciation, and wealth-preservation characteristics.

Real estate, private businesses, development land, agriculture, and financial instruments continue to command a significantly larger share of wealth allocations, reflecting a preference for productive assets with clear economic utility. This investment behaviour aligns with the broader objective of preserving and growing wealth across generations rather than pursuing short-term consumption-driven spending.

Cultural and economic factors further reinforce this cautious approach. Many Kenyan HNWIs maintain a strong focus on financial prudence, legacy creation, and intergenerational wealth transfer. As a result, investment decisions are often guided by considerations of long-term value creation and capital preservation rather than lifestyle consumption alone.

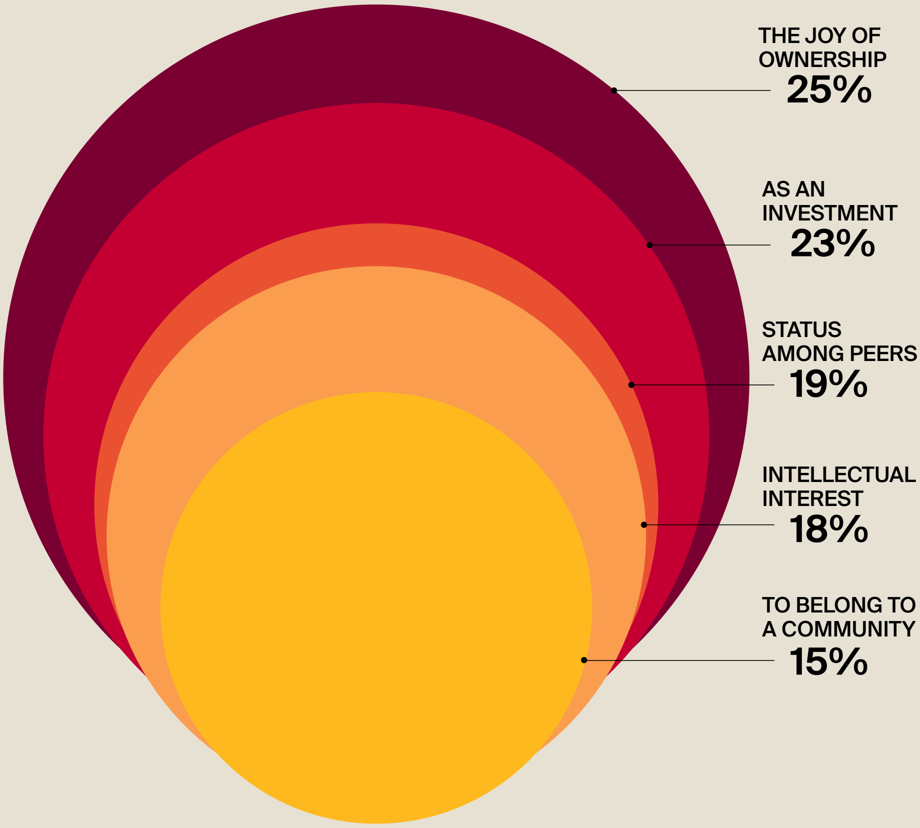
This disciplined allocation strategy helps explain why luxury assets, despite their growing popularity and investment appeal, continue to represent a relatively modest share of overall portfolios. For most wealthy investors, Investments of passion are viewed as complementary assets that provide diversification, personal enjoyment, and potential appreciation, rather than serving as core components of their wealth strategies.

The Joy of Ownership among the Kenyan HNWIs

We sought to understand the motivations driving Kenyan HNWIs to acquire and retain investments of passion. While financial returns remain an important consideration, the findings reveal that non-financial factors continue to play an equally significant role in shaping ownership decisions.

From art and classic cars to rare collectibles and luxury assets, investments of passion increasingly serve as an extension of personal identity, lifestyle, and legacy-building strategies. The key motivations, ranked from highest to lowest, are outlined below.

Reasons HNWIs keep investments of passion



1. THE JOY OF OWNERSHIP

The strongest motivation for acquiring investments of passion remains the intrinsic satisfaction derived from ownership. For many HNWIs, these investments provide emotional, cultural, and personal value that extends beyond their monetary worth.

Examples include:

- Acquiring art that reflects personal tastes, cultural heritage, or support for Kenyan artists.
- Collecting classic vehicles that evoke nostalgia, commemorate personal achievements, or represent a lifelong passion.
- Owning rare and unique items that provide a sense of exclusivity and personal fulfilment.

Unlike traditional financial assets, investments of passion often generate value through the enjoyment they bring to their owners, making them both lifestyle and wealth assets.

2. INVESTMENT PURPOSES

While enjoyment remains paramount, passion assets are increasingly viewed as alternative investment vehicles capable of delivering long-term value appreciation.

In an environment characterised by market volatility, inflationary pressures, and economic uncertainty, many investors are attracted to tangible assets that can preserve wealth and diversify portfolios. Areas of particular interest include:

- Works by established and emerging Kenyan artists.
- Rare wines, luxury collectibles, and limited-edition assets.
- Classic automobiles with strong collector demand and scarcity value.
- Other unique assets with proven appreciation potential.

For many HNWIs, these investments provide both emotional satisfaction and financial upside, making them attractive complements to traditional asset classes.

3. STATUS AMONG PEERS

Status and social recognition have become increasingly important motivations for passion asset ownership, replacing intellectual interest as the third most significant driver compared to the previous year's findings.

Ownership of rare, exclusive, and highly valued assets continues to serve as a visible indicator of success, sophistication, and influence. Curated collections often become expressions of personal achievement and refined taste.

Whether displayed through private collections, social gatherings, exhibitions, or exclusive events, passion assets provide HNWIs with a way to differentiate themselves within their peer networks and social circles.

4. INTELLECTUAL INTEREST

Although it has moved down the rankings, intellectual curiosity remains an important motivation for many collectors.

Investments of passion often offer opportunities for learning, research, and cultural engagement. Collectors frequently develop deep expertise in specialised areas such as:

- Kenyan and indigenous art.
- Historical artefacts.
- Rare books and manuscripts.
- Vintage automobiles and their historical significance.

For these investors, ownership is accompanied by a desire to understand, preserve, and engage with the stories behind the assets they acquire.

5. BELONGING TO A COMMUNITY

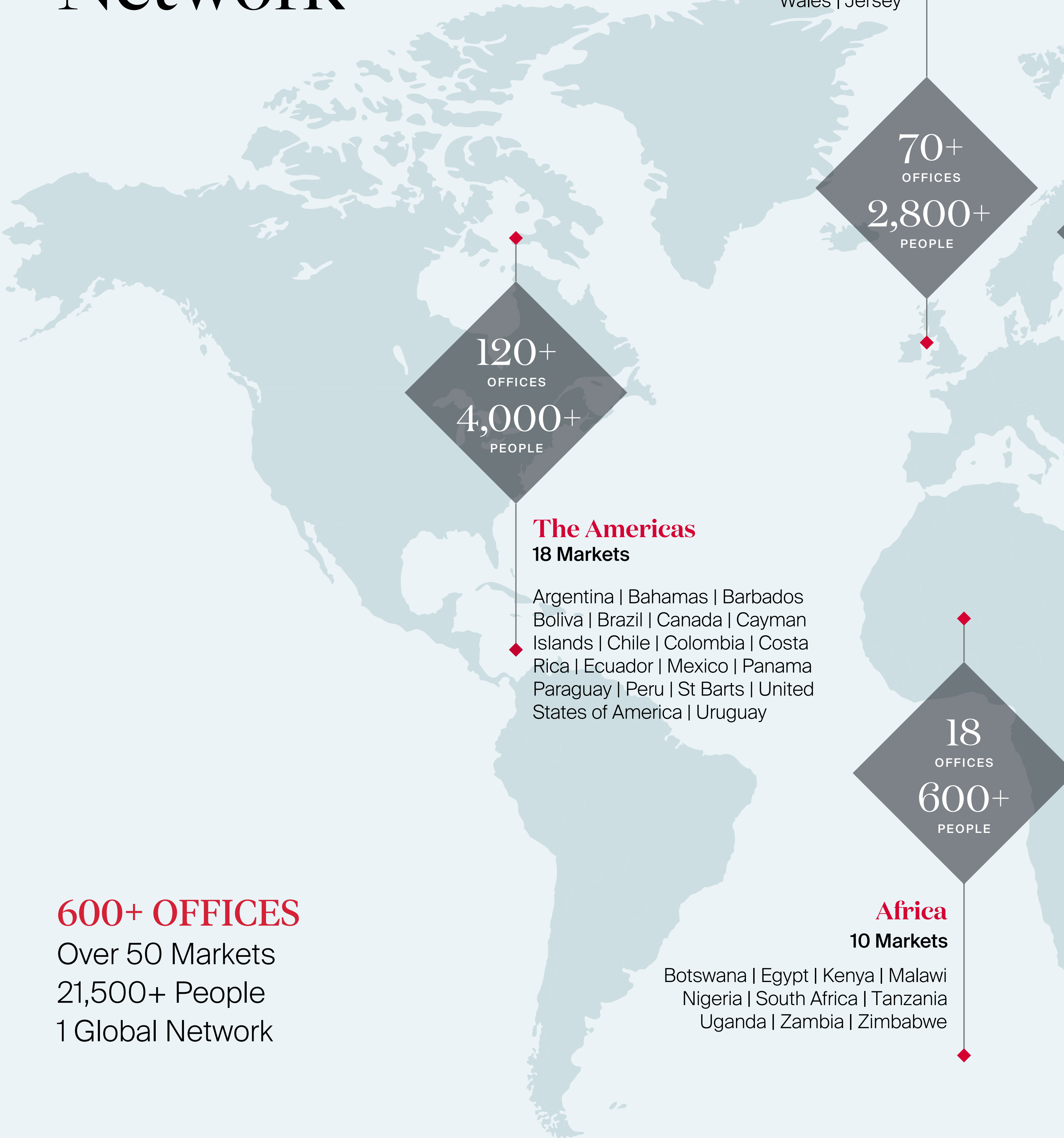
Investments of passion also provide access to exclusive communities and networks of like-minded individuals. These social connections can be as valuable as the assets themselves, fostering relationships built around shared interests and experiences.

Examples include:

- Membership in elite art collector and patronage networks.
- Participation in classic car clubs, rallies, and international automotive events.
- Involvement in conservation, heritage, and cultural preservation initiatives.
- Engagement with specialist investment and collector communities.

These networks provide opportunities for collaboration, knowledge sharing, and social capital, further enhancing the appeal of passion asset ownership.

Our Global Network



United Kingdom
4 Markets

England | Scotland
Wales | Jersey

70+
OFFICES
2,800+
PEOPLE

120+
OFFICES
4,000+
PEOPLE

The Americas
18 Markets

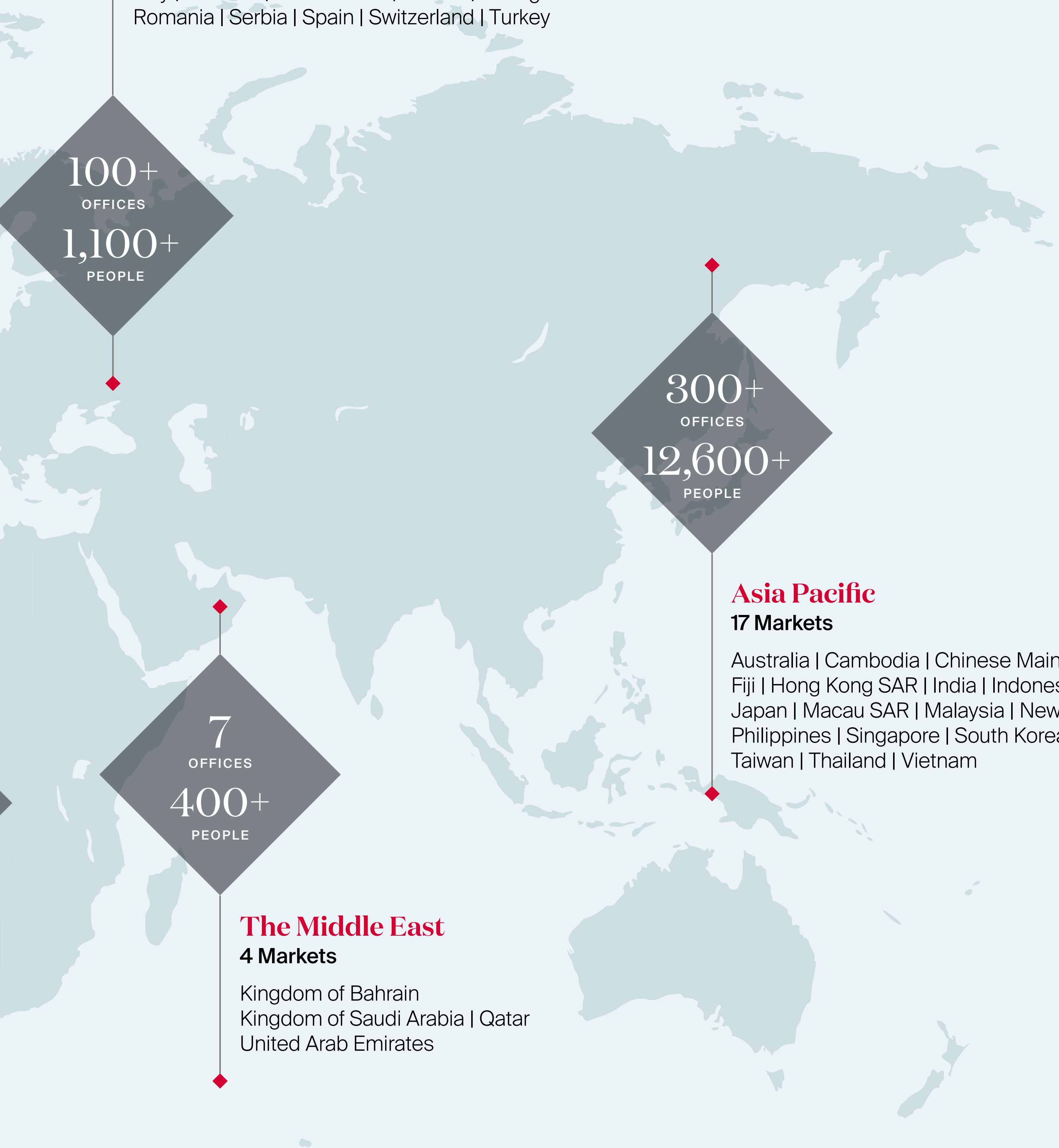
Argentina | Bahamas | Barbados Boliva | Brazil | Canada | Cayman Islands | Chile | Colombia | Costa Rica | Ecuador | Mexico | Panama Paraguay | Peru | St Barts | United States of America | Uruguay

18
OFFICES
600+
PEOPLE

Africa
10 Markets

Botswana | Egypt | Kenya | Malawi
Nigeria | South Africa | Tanzania
Uganda | Zambia | Zimbabwe

600+ OFFICES
Over 50 Markets
21,500+ People
1 Global Network



Europe

19 Markets

Austria | Belgium | Bulgaria | Czech Republic
France | Germany | Greece | Hungary | Ireland
Italy | Monaco | Netherlands | Poland | Portugal
Romania | Serbia | Spain | Switzerland | Turkey

100+
OFFICES
1,100+
PEOPLE

300+
OFFICES
12,600+
PEOPLE

Asia Pacific

17 Markets

Australia | Cambodia | Chinese Mainland
Fiji | Hong Kong SAR | India | Indonesia
Japan | Macau SAR | Malaysia | New Zealand
Philippines | Singapore | South Korea
Taiwan | Thailand | Vietnam

7
OFFICES
400+
PEOPLE

The Middle East

4 Markets

Kingdom of Bahrain
Kingdom of Saudi Arabia | Qatar
United Arab Emirates

Please contact our team to discuss your goals and strategies for the year ahead

Please get in touch with us

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