

# Hair Care in Kenya

May 2024

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# Hair Care in Kenya - Category analysis

# **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Consumers shift towards chemical-free options boasting natural ingredients Design Essentials launches innovative new product L'Oréal invests in new education programmes and product expansion

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Salon professional hair care to benefit from continued urbanisation Health-conscious consumers to drive demand for natural ingredients as digitalisation trends continue apace Premium hair care holds potential for growth

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