



Sports Nutrition in Kenya

January 2024

Table of Contents

Sports Nutrition in Kenya - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy lifestyles and access to gyms contribute to growth
High-income groups are primary consumers of sports nutrition
Sports nutrition limited by its niche status

PROSPECTS AND OPPORTUNITIES

Affordability concerns and limited customer base will stifle growth
Increased number of vegans to influence product development
Limited distribution impedes visibility and hinders growth

CATEGORY DATA

Table 1 - Sales of Sports Nutrition by Category: Value 2018-2023
Table 2 - Sales of Sports Nutrition by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Sports Nutrition: % Value 2019-2023
Table 4 - LBN Brand Shares of Sports Nutrition: % Value 2020-2023
Table 5 - Forecast Sales of Sports Nutrition by Category: Value 2023-2028
Table 6 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

Consumer Health in Kenya - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 13 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 14 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 15 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 16 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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