



Euromonitor
International

Baby and Child-Specific Products in Kenya

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Table of Contents

Baby and Child-Specific Products in Kenya - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Johnson & Johnson sued over sale of baby powder in Kenya, while consumers shift towards multifunctionality

Nice and Lovely East Africa introduces Nice & Lovely baby naturals.

Royal Converters launches Hanan Flushable baby wipes in top-performing subcategory

PROSPECTS AND OPPORTUNITIES

Slow growth forecast for baby and child-specific products in the face of strict regulations

Market expansion in line with population increase provides potential for future growth

Nappy (diaper) rash treatments faces further struggle

CATEGORY DATA

Table 1 - Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 2 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 3 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 4 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 5 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 6 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 7 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 8 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 9 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 10 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

Beauty and Personal Care in Kenya - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 11 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 12 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 13 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 16 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 17 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 18 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 19 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 20 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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