

## **Dietary Supplements in Kenya**

Market Direction | 2022-10-12 | 24 pages | Euromonitor

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### **Report description:**

Dietary supplements are expected to be one of the worst performing consumer health products in 2022. While current value growth is expected to increase, constant value growth is expected to see quite a large decline. The war in Ukraine had led to an energy crisis, which in return is leading to high inflation. Added to that, a drought in Kenya is having a further effect on food security and livelihoods. However, the full impact of the global oil price rises and other commodity price rises on dome...

Euromonitor International's Dietary Supplements in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Dietary Supplements market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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