

## **Surface Care in Kenya**

Market Direction | 2023-01-01 | 16 pages | Euromonitor

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### **Report description:**

2022 saw further robust sales growth for surface care as consumers continued to focus heavily on maintaining the highest standards of hygiene in the home as a result of their experiences during the COVID-19 pandemic. Moreover, over the course of 2022, Kenya's economy and society recovered in earnest from the COVID-19 pandemic, with the return to working in the office for at least partly time among the country's white-collar professionals proving instrumental in supporting sales growth across num...

Euromonitor International's Surface Care in Kenya market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- \* Get a detailed picture of the Surface Care 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.

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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Surface Care in Kenya  
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List Of Contents And Tables

### **SURFACE CARE IN KENYA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Further sales growth for surface care as consumers remain focused on hygiene  
Stability in the competitive environment as Astonish and Mr Muscle continue to lead  
Efficacy and quality more important factors as consumers become more sophisticated

#### **PROSPECTS AND OPPORTUNITIES**

Positive sales growth is expected as the consumer base for surface care expands  
Home care disinfectants set to benefit from enhanced focus on hygiene  
Smaller pack sizes to represent an opportunity for manufacturers and distributors

#### **CATEGORY DATA**

Table 1 Sales of Surface Care by Category: Value 2017-2022

Table 2 Sales of Surface Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Surface Care: % Value 2018-2022

Table 4 LBN Brand Shares of Surface Care: % Value 2019-2022

Table 5 Forecast Sales of Surface Care by Category: Value 2022-2027

Table 6 Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

### **HOME CARE IN KENYA**

#### **EXECUTIVE SUMMARY**

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

#### **MARKET INDICATORS**

Table 7 Households 2017-2022

#### **MARKET DATA**

Table 8 Sales of Home Care by Category: Value 2017-2022

Table 9 Sales of Home Care by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home Care: % Value 2018-2022

Table 11 LBN Brand Shares of Home Care: % Value 2019-2022

Table 12 Distribution of Home Care by Format: % Value 2017-2022

Table 13 Distribution of Home Care by Format and Category: % Value 2022

Table 14 Forecast Sales of Home Care by Category: Value 2022-2027

Table 15 Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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#### **SOURCES**

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