

Baby and Child-Specific Products in Kenya

Market Direction | 2023-06-09 | 22 pages | Euromonitor

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Report description:

Inflationary pressures and placing downwards pressure on baby and child-specific products. This is majorly owing to lower consumer spending power, whereby consumers are seeking multifunctional products which can be used for babies and children as well as other family members, therefore being more economical purchases - as opposed to specific products for babies and children per se.

Euromonitor International's Baby and Child-specific Products 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products 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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PZ Cussons steps up its expansion in Kenya, in line with the burgeoning birth rates

Baby wipes is the best performer, thanks to convenience offered to busy parents

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