

Bath and Shower in Kenya

Market Direction | 2023-06-09 | 21 pages | Euromonitor

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Report description:

The Kenya Bureau of Standards (KEBS) announced that it has seized and banned 435 cosmetics from the market. The products include skin brightening lotions, creams, gels and soaps that contain hydroquinone, mercury, and its compounds. Exposure to high levels of these elements over long periods of time can lead to serious health problems, such as kidney damage and digestive illnesses, thus the recent cull of so many products which were deemed to be potentially unsafe. In turn, however, this paves t...

Euromonitor International's Bath and Shower 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: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- * Get a detailed picture of the Bath and Shower 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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Table of Contents:

Bath and Shower in Kenya
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List Of Contents And Tables

BATH AND SHOWER IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Kenya bans 400+ soaps and skin brighteners, creating growth opportunities for new bath and shower products

Pwani Oil launches innovative Sawa Chocolate soap to meet emerging trends

Traditionally popular bar soap sees rising competition from modern shower gel

PROSPECTS AND OPPORTUNITIES

Decreased sanitiser sales in a post-pandemic landscape push manufacturers into innovation

Inflation pushes demand for mass local brands

Bath additives face lowering demand, due to low awareness and unnecessary image

Inflation sees seven-month surge of prices of essential items, suppressing potential growth

CATEGORY DATA

Table 1 Sales of Bath and Shower by Category: Value 2017-2022

Table 2 Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 3 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 5 LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 6 LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022

Table 7 Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 8 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

Table 9 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

BEAUTY AND PERSONAL CARE IN KENYA

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 18 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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