

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.

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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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

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SOURCES

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Summary 1 Research Sources

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