

Deodorants in Kenya

Market Direction | 2023-06-09 | 20 pages | Euromonitor

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Report description:

The performance in deodorants in Kenya is driven by growth in the urban population and rising incomes among Kenya's burgeoning middle-class population, as these consumers audiences are those who tend to pay the greatest attention to their personal care and grooming routines. The positive category performance is also supported by numerous advertising and promotional campaigns from major players, such as seen with leading brand Nivea Deodorant (Beiersdorf East Africa Ltd). For example, Nivea Deodo...

Euromonitor International's Deodorants 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

Why buy this report?

- * Get a detailed picture of the Deodorants 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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Leading Nivea Deodorant stimulates sales with promotions and campaigns
Beiersdorf East Africa maintains its lead, thanks to the strength of its brands
Inflationary pressures lead to trading down trends

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Stick formats slowly emerge, albeit from a very low base
Supermarkets maintain lead as main distribution channel
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