

Fragrances in Kenya

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

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Report description:

The growing interest in grooming, which has resulted in more spending on beauty and personal care products, is what fuels sales of fragrances in Kenya. This is true for the majority of Kenyans, as the fragrance industry flourishes in the nation, particularly in Nairobi's Central Business District, where a number of beauty salons are situated.

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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