

## **Men's Grooming in Kenya**

Market Direction | 2023-06-09 | 23 pages | Euromonitor

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### **Report description:**

Whilst we are seeing positive developments in men's grooming, potential volume sales are somewhat suppressed by inflationary pressures. Overall, however, men's grooming is becoming more popular in Kenya, coupled with the rising awareness of the importance of personal care and hygiene. As such, this is supporting men's grooming overall, which also gives a boost the beauty and personal care industry in the country as the consumer audience widens to include more men. Whilst this trend is expected t...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- \* Get a detailed picture of the Men's Grooming 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:**

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List Of Contents And Tables

**MEN'S GROOMING IN KENYA**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Positive developments in men's grooming somewhat suppressed by inflationary pressures

Growing demand for men's skin care to drive category growth

Hasbah Kenya Ltd maintains leadership in fragmented category due to success of iconic Gillette brand

**PROSPECTS AND OPPORTUNITIES**

Continued growth of e-commerce expected over the forecast period

Social media supports men's grooming trend, as manufacturers develop new products

Growing demand for premium fragrances for men

**CATEGORY DATA**

Table 1 Sales of Men's Grooming by Category: Value 2017-2022

Table 2 Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 3 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 4 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 5 NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 6 LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 7 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 8 Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 9 Forecast Sales of Men's Grooming by Category: % Value Growth 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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**SOURCES**

Summary 1 Research Sources

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