

Oral Care in Kenya

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

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Report description:

We are seeing a slew of partnerships in beauty and personal care in Kenya, with such moves being a key strategy for players to stay a step ahead of the competition. Indeed, brands are going an extra mile to partner with organisations in a bid to create product awareness which, in turn, will translate into sales. In oral care, leading brand Colgate (Colgate-Palmolive (East Africa) Ltd) recently extended its partnership with WellBoring, a UK NGO, to drill water wells for provision of clean drinkin...

Euromonitor International's Oral Care 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: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

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

Why buy this report?

- * Get a detailed picture of the Oral Care 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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ORAL CARE IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Partnerships continue to promote customer loyalty, such as seen with Colgate and its corporate social responsibility programmes

Brands target consumers with sustainable innovations and special offers

Mouthwashes/dental rinses remains a small and niche subcategory, with decreasing sales

PROSPECTS AND OPPORTUNITIES

Increasing demand for natural ingredients enhances the popularity of herbal toothpaste

Steady increasing demand for electric toothbrushes, albeit growing from a low base

Dental floss struggles to gain traction amidst rising oral care trend

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BEAUTY AND PERSONAL CARE IN KENYA

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Summary 1 Research Sources

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