

## Skin Care in Kenya

Market Direction | 2023-06-09 | 24 pages | Euromonitor

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### Report description:

Skin care in Kenya is a fast-growing industry, which has attracted many multinationals to launch their products in the territory. For example, as seen with the global giant MAC Cosmetics, which is well-known for its colour cosmetics overall, along with its iconic bold lipsticks. The brand, which is owned by Estee Lauder Cos Inc (GBO), has debuted a new "high-performance" skin care range called "hyper-real", which is targeted to appeal to the growing number of customers looking for glowing, ageless...

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

### Why buy this report?

- \* Get a detailed picture of the Skin 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.

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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New product launches herald a strategy for players to meet rising consumer demands

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