

Sun Care in Kenya

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

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Report description:

One might expect that sun care sales in Kenya would be stronger, considering the country's hot climate. However, this category is one which is seeing dampened sales due to inflationary pressures. Indeed, some consumers do not perceive sun care as essential - despite the growing awareness of health and grooming related matters among Kenyan consumers.

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific Sun Care.

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

Why buy this report?

- * Get a detailed picture of the Sun 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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