

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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Table of Contents:

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List Of Contents And Tables

SUN CARE IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflationary pressures dampen the growth of sunscreen - despite country's hot climate

Brands venture into social media marketing to boost sales

The middle class continues to drive demand for premium sun care brands

PROSPECTS AND OPPORTUNITIES

Increasing product awareness to steer future growth

Distribution remains mainly through modern retailers, such as supermarkets and hypermarkets

Online retailing will contribute to steady growth over the forecast period

CATEGORY DATA

Table 1 Sales of Sun Care by Category: Value 2017-2022

Table 2 Sales of Sun Care by Category: % Value Growth 2017-2022

Table 3 Sales of Sun Care by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Sun Care: % Value 2018-2022

Table 5 LBN Brand Shares of Sun Care: % Value 2019-2022

Table 6 LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022

Table 7 Forecast Sales of Sun Care by Category: Value 2022-2027

Table 8 Forecast Sales of Sun Care 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 9 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 14 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 17 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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