

## **Consumer Health in Kenya**

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### **Report description:**

Consumer health is expected to register healthy current value growth in 2023, although constant value growth is expected to grow only marginally. Kenyans are moving away from seeking healthcare services at hospitals and are keen to self-medicate, whilst others are still reliant on using traditional remedies in some areas of the country. Most Kenyans have a strong preference for seeking treatment over the counter from retail pharmacies. However, word of mouth recommendations from healthcare professionals...

Euromonitor International's Consumer Health 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Health 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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Euromonitor International  
January 2024

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Affluent consumers use dietary supplement to bridge nutritional gaps  
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