

## **Dermatologicals in Kenya**

Market Direction | 2024-01-12 | 23 pages | Euromonitor

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### **Report description:**

While overall consumer awareness of skin diseases and infections is increasing in Kenya, there remain areas where stigma persists, creating a reluctance among consumers to seek help. For instance, vaginal antifungals are linked to the stigma of sexually transmitted infections arising from promiscuous behaviour. Lice infections are associated with inadequate personal hygiene, further discouraging consumers from seeking early assistance. Consequently, individuals often resort to do-it-yourself app...

Euromonitor International's Dermatologicals 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: Antiparasitics/Lice (Head and Body) Treatments, Antipruritics, Cold Sore Treatments, Haemorrhoid Treatments, Hair Loss Treatments, Medicated Shampoos, Nappy (Diaper) Rash Treatments, Paediatric Dermatologicals, Topical Allergy Remedies/Antihistamines, Topical Antifungals, Topical Germicidals/Antiseptics, Vaginal Antifungals.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Dermatologicals 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
January 2024

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