

Herbal/Traditional Products in Kenya

Market Direction | 2024-01-12 | 22 pages | Euromonitor

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Report description:

Despite the increased use of systemic medication, herbal/traditional products are popular among Kenyans and are available through both formal and informal channels. In some instances, herbal/traditional products are perceived as more effective than pharmaceutical products purchased from pharmacies. In Kenya, there are over 40 tribes and each community has its own traditional treatments that have been utilised for generations. For instance, the Maasai community offers a unique tree stem believed...

Euromonitor International's Herbal/Traditional Products 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: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

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

Why buy this report?

- * Get a detailed picture of the Herbal/Traditional Products 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.

Table of Contents:

Herbal/Traditional Products in Kenya

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List Of Contents And Tables

HERBAL/TRADITIONAL PRODUCTS IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Herbal treatments are to occupy an important place among Kenyans

Industry shifts towards greater regulation of herbal products

Pricing differences influence the purchasing decision

PROSPECTS AND OPPORTUNITIES

Muted performance over forecast period

Cultural trends may prove to be a limitation to category growth

Social media is a vital tool in promoting herbal and traditional products

CATEGORY DATA

Table 1 Sales of Herbal/Traditional Products: Value 2018-2023

Table 2 Sales of Herbal/Traditional Products: % Value Growth 2018-2023

Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 5 Forecast Sales of Herbal/Traditional Products: Value 2023-2028

Table 6 Forecast Sales of Herbal/Traditional Products: % Value Growth 2023-2028

CONSUMER HEALTH IN KENYA

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2018-2023

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Distribution of Consumer Health by Format: % Value 2018-2023

Table 14 Distribution of Consumer Health by Format and Category: % Value 2023

Table 15 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 16 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

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OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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