

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.

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