

Wound Care in Kenya

Market Direction | 2024-01-12 | 21 pages | Euromonitor

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Report description:

Wound care exhibited modest volume growth in 2023. In the inflationary climate, local brands have emerged as the preferred choice for consumers in lower income brackets, owing to their affordability and accessibility through traditional distribution channels. By contrast, branded wound care products are predominantly imported and tend to command higher price points, garnering favour primarily among more affluent shoppers.

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

Product coverage: First Aid Kits, Gauze, Tape and Other Wound Care, Sticking Plasters/Adhesive Bandages.

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

Why buy this report?

- * Get a detailed picture of the Wound 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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