

Home Care in Kenya

Market Direction | 2024-03-07 | 54 pages | Euromonitor

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Report description:

Home care in Kenya has undergone significant shifts in the post-Coronavirus (COVID-19) period, reflecting increased awareness of sanitation and cleanliness to safeguard health and prevent the spread of diseases. The demand for home care products has surged, as consumers prioritise hygiene. Some of the factors driving demand are the development of the property market and the rise in the number of housing units, which stimulate expenditure on the home. As lifestyles evolve, urbanisation accelerate...

Euromonitor International's Home Care in Kenya market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- * Get a detailed picture of the Home 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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