

## **Retail Adult Incontinence in Kenya**

Market Direction | 2024-03-07 | 19 pages | Euromonitor

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### **Report description:**

Retail adult incontinence remains a very new concept in Kenya and thus it is still a relatively small category in tissue and hygiene. Whilst awareness is still low, there is a growing regard for the transformative impact of using adult incontinence products in this country. Social stigma surrounding incontinence hinders open discussions, and impacts the purchase of these products, as individuals may be reluctant to seek assistance and openly use these products.

Euromonitor International's Retail Adult Incontinence 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. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Light Adult Incontinence, Moderate/Heavy Adult Incontinence.

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

Why buy this report?

- \* Get a detailed picture of the Retail Adult Incontinence 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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Euromonitor International  
March 2024

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