

Retail Tissue in Kenya

Market Direction | 2024-03-07 | 20 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In 2023, retail tissue in Kenya witnessed a significant slowdown in volume growth as rising prices of toilet paper weakened consumption. High inflation and pressures on household budgets created a challenging environment for the toilet paper category, especially in the premium segment. The rising global price of pulp combined with lower domestic production has tripled the cost of tissue paper in Kenya. Tissue prices have more than doubled, with a pack of 10 toilet rolls rising to an average of K...

Euromonitor International's Retail Tissue 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: Facial Tissues, Paper Tableware, Paper Towels, Toilet Paper.

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 Tissue 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Retail Tissue in Kenya
Euromonitor International
March 2024

List Of Contents And Tables

RETAIL TISSUE IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases cause a slump in toilet paper sales
Growth of private label threatens brands
Softleaf partners with social media influencers to boost brand awareness

PROSPECTS AND OPPORTUNITIES

Improved sanitation expected to drive growth of toilet paper
Toilet paper will remain the focus for private label
Rising demand for sustainable products

CATEGORY DATA

Table 1 Retail Sales of Tissue by Category: Value 2018-2023
Table 2 Retail Sales of Tissue by Category: % Value Growth 2018-2023
Table 3 NBO Company Shares of Retail Tissue: % Value 2019-2023
Table 4 LBN Brand Shares of Retail Tissue: % Value 2020-2023
Table 5 Forecast Retail Sales of Tissue by Category: Value 2023-2028
Table 6 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

TISSUE AND HYGIENE IN KENYA

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS

Table 7 Birth Rates 2018-2023
Table 8 Infant Population 2018-2023
Table 9 Female Population by Age 2018-2023
Table 10 Total Population by Age 2018-2023
Table 11 Households 2018-2023
Table 12 Forecast Infant Population 2023-2028
Table 13 Forecast Female Population by Age 2023-2028
Table 14 Forecast Total Population by Age 2023-2028
Table 15 Forecast Households 2023-2028

MARKET DATA

Table 16 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
Table 17 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
Table 18 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
Table 19 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
Table 20 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 □Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 22 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 23 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 24 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Retail Tissue in Kenya

Market Direction | 2024-03-07 | 20 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-05
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com