

Baby and Child-Specific Products in Kenya

Market Direction | 2024-05-03 | 22 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Baby and child-specific products was the home of controversy in Kenya in 2023. A lobby group, the African Centre for Corrective and Preventive Action (ACCPA), has filed a case seeking a ban on Johnson & Johnson baby powder in Kenya over alleged cancer-causing risks. ACCPA has sued the Health Cabinet Secretary, Johnson & Johnson Inc, Johnson & Johnson Kenya Limited, Kenya Bureau of Standards (KEBS), and Kenya Pharmacy and Poisons Board (KPPB).

Euromonitor International's Baby and Child-specific 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: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific 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.

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:

Baby and Child-Specific Products in Kenya

Euromonitor International

May 2024

List Of Contents And Tables

BABY AND CHILD-SPECIFIC PRODUCTS IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Johnson & Johnson sued over sale of baby powder in Kenya, while consumers shift towards multifunctionality

Nice and Lovely East Africa introduces Nice& Lovely baby naturals.

Royal Converters launches Hanan Flushable baby wipes in top-performing subcategory

PROSPECTS AND OPPORTUNITIES

Slow growth forecast for baby and child-specific products in the face of strict regulations

Market expansion in line with population increase provides potential for future growth

Nappy (diaper) rash treatments faces further struggle

CATEGORY DATA

Table 1 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 2 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 3 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 5 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 6 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 7 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 8 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 9 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 10 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

BEAUTY AND PERSONAL CARE IN KENYA

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 11 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 12 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 13 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 16 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 17 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 18 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 19 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 20 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Baby and Child-Specific Products in Kenya

Market Direction | 2024-05-03 | 22 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	<input type="text" value="2026-02-12"/>
		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