

Baby and Child-Specific Products in Kenya

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

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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.

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Euromonitor International

May 2024

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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

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