

## **Beauty and Personal Care in Kenya**

Market Direction | 2024-05-03 | 108 pages | Euromonitor

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### **Report description:**

Beauty and personal care in Kenya grew in 2023, though volume sales slowed compared to previous review period years. The industry has witnessed a rise in internet-based enterprises offering diverse beauty and personal care treatments and items online - for example Uncover Co., and Bandari Beauty, among others.

Euromonitor International's Beauty and Personal Care 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 Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 Beauty and Personal 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.

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Euromonitor International  
May 2024

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## 2023 DEVELOPMENTS

Inflation undermines sales in premium segments as consumers face squeezed budgets

Premium beauty remains resilient among mid-to-high-income consumers despite wider economic challenges

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## PROSPECTS AND OPPORTUNITIES

Growing demand for plant-based ingredients, essential oils and locally sourced materials

Multifunctional trend will accelerate during forecast period while consumers continue to shift towards local offerings

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## CATEGORY DATA

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The move is particularly significant given the high prevalence of acne in Kenya.

Vaseline employs Joy Kendi as its brand ambassador, Nice & Lovely launches stretch mark oil, and Haco introduces new lotion

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