

Men's Grooming in Kenya

Market Direction | 2024-05-03 | 23 pages | Euromonitor

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Report description:

Men's grooming in Kenya in 2023 benefited from local men's rising interest and greater investment in self-care and maintenance. Skin care has become a notable trend, enhanced by pandemic era when consumers were spending more time at home and paying more attention to their skin care routines - in part because beauty salons were closed, and in part due to indulgence trends to improve locked-down consumers' wellbeing.

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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.

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