

**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.

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Skin care drives interest in men's grooming

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