

Oral Care in Kenya

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

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Report description:

In 2023, Eezi Oral Hygiene Brands launched in oral care in Kenya, with toothpaste tablets in line with current environmental concerns. These tablets, activated by saliva and clinically approved, offer an eco-friendly and water-free oral care solution. The new launch emphasises affordability and convenience for Kenyans and aims to enhance regular oral care practices. Eezi collaborates with local partners, including Laboratory & Allied and Goodlife Pharmacy, ensuring widespread availability through...

Euromonitor International's Oral 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: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

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

Why buy this report?

- * Get a detailed picture of the Oral 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.

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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New Kenyan-made oral hygiene products introduced in 2023

Players use promotions to woo price-sensitive consumers

Dental floss yet to gain traction despite rising interest in oral care

PROSPECTS AND OPPORTUNITIES

Mouthwashes/dental rinses will struggle to gain traction

Electric toothbrushes appeal to urban dwellers while increased adoption of manual toothbrushes drives sales in rural Kenya

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