

## **Skin Care in Kenya**

Market Direction | 2024-05-03 | 24 pages | Euromonitor

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### **Report description:**

Skin care saw Garnier introduce its green beauty concept in Kenya in 2023, addressing the rising demand for naturally sourced products. Garnier's global president emphasised the brand's commitment to green science and sustainability during the launch of the new Pure Active AHA-BHA charcoal serum aimed at reducing acne.

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- \* Get a detailed picture of the Skin 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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#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Garnier rolls out green beauty products in Kenya.

CeraVe introduces affordable acne skin care variant, Nivea launches new line, and young consumers drive demand for premium options

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

#### PROSPECTS AND OPPORTUNITIES

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Personalisation trend set to expand while e-commerce continues to rise

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