

Sun Care in Kenya

Market Direction | 2024-05-03 | 20 pages | Euromonitor

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Report description:

Kenya's sun care market saw consumers shift in line with prevailing industry-wide trends in 2023, as demand for cruelty-free, eco-friendly, and natural and organic ingredients continued to rise. Consumers are also seeking multifunctional variants, such as those that hydrate the skin and slow the ageing process.

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific 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 Sun 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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Social media supports sales in sun protection

Social media drives demand for higher-priced options

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