

## **Bath and Shower in Kenya**

Market Direction | 2024-05-03 | 21 pages | Euromonitor

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### **Report description:**

Bath and shower in 2023 saw PZ Cussons expand its Flamingo soap line in Kenya by introducing two new variants - Marula Oil and Honey, and Traditional Black Soap. The products are enriched with charcoal, cocoa butter, shea butter and marula oil, catering to rising demand for naturally sourced ingredients in bath and shower offerings. The Marula Oil and Honey variant emphasises the hydrating properties of marula oil, known for its moisturising benefits, with the Traditional Black Soap variant inc...

Euromonitor International's Bath and Shower 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: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- \* Get a detailed picture of the Bath and Shower 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Bidco Africa ventures into e-commerce with a new online shop and Pwani Oil launches new chocolate soap

Players innovate in line with current trends

##### PROSPECTS AND OPPORTUNITIES

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