

Deodorants in Kenya

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

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Report description:

Deodorants in Kenya enjoyed positive growth in 2023, attributed to various factors including increased marketing efforts by players, which play a crucial role in creating awareness and driving consumer preferences - Nivea is an example of a brand heavily engaged in aggressive marketing to boost sales. The country's expanding urban population is contributing to a larger consumer base, and the rising incomes of Kenya's growing middle-class allow more consumers to invest in personal grooming produc...

Euromonitor International's Deodorants 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

Why buy this report?

- * Get a detailed picture of the Deodorants 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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Rising incomes and persistent urbanisation fuel positive growth in deodorants

Deodorant sticks faces pricing challenges amid growing demand

Beiersdorf maintains overall lead in 2023

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Improved incomes and an expanding population will support future growth for deodorants in Kenya

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SOURCES

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Summary 1 Research Sources

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