

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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Table of Contents:

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List Of Contents And Tables

SUN CARE IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising awareness drives development in sun care in Kenya

Social media supports sales in sun protection

Social media drives demand for higher-priced options

PROSPECTS AND OPPORTUNITIES

More brands set to leverage social media marketing during forecast period

Low-income consumers unable to afford sun care, while supermarkets will remain strongest distribution channel

Mid- and high-income consumers will support demand for premium variants

CATEGORY DATA

Table 1 Sales of Sun Care by Category: Value 2018-2023

Table 2 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 3 Sales of Sun Care by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Sun Care: % Value 2019-2023

Table 5 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 6 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 7 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 8 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

BEAUTY AND PERSONAL CARE IN KENYA

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 9 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 18 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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