

Analgesics in Kenya

Market Direction | 2024-10-10 | 24 pages | Euromonitor

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Report description:

In analgesics, manufacturers are employing various strategies to tackle inflationary pressures in Kenya and maintain retail value share. Beta Healthcare International has introduced Hedex Extra, a stronger yet affordable painkiller specifically formulated for the Kenyan market. This player has also leveraged targeted marketing to compete with international brands like GSK Consumer Healthcare's Panadol. Beta Healthcare's marketing tactics include using simple, relatable messaging to target middle...

Euromonitor International's Analgesics 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: Systemic Analgesics, Topical Analgesics/Anaesthetic.

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

Why buy this report?

- * Get a detailed picture of the Analgesics 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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