

Consumer Health in Kenya

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Report description:

The self-medication trend is driving consumer health in Kenya as consumers seek quick and affordable remedies to solve common ailments. Inflation continues to heavily impact consumer health in 2024, particularly in categories like vitamins. The rising price of imported brands is pushing consumers towards more affordable, locally produced alternatives, such as generic vitamins. Growing demand for OTC cough, cold and allergy (hay fever) medications is caused by higher levels of respiratory illness...

Euromonitor International's Consumer Health 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: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- * Get a detailed picture of the Consumer Health 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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