

## **Dermatologicals in Kenya**

Market Direction | 2024-10-10 | 23 pages | Euromonitor

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### **Report description:**

Dermatologicals in Kenya is experiencing a shift towards natural and herbal products, driven by growing consumer awareness of the potential side effects of chemical-based treatments. Consumers are increasingly seeking gentler alternatives with natural ingredients, such as African black soap and shea butter, which are perceived as safer and more beneficial for long-term skin health. Brands like Earthy Skin Essentials are gaining traction by highlighting their use of indigenous raw materials, whil...

Euromonitor International's Dermatologicals 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: Antiparasitics/Lice (Head and Body) Treatments, Antipruritics, Cold Sore Treatments, Haemorrhoid Treatments, Hair Loss Treatments, Medicated Shampoos, Nappy (Diaper) Rash Treatments, Paediatric Dermatologicals, Topical Allergy Remedies/Antihistamines, Topical Antifungals, Topical Germicidals/Antiseptics, Vaginal Antifungals.

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

Why buy this report?

- \* Get a detailed picture of the Dermatologicals 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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