

Dietary Supplements in Kenya

Market Direction | 2024-10-10 | 25 pages | Euromonitor

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Report description:

Consumer spending on dietary supplements in Kenya is growing well, with a notable focus on immune-boosting products since the COVID-19 pandemic. There is a growing awareness of the significance of a balanced diet and the role that dietary supplements can play in addressing deficiencies. Lifestyle changes, longer work hours and a lack of time for nutritious meal preparation are prompting more people to consider vitamin and dietary supplements. Consumers are also prioritising preventive health sol...

Euromonitor International's Dietary Supplements 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: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

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

Why buy this report?

- * Get a detailed picture of the Dietary Supplements 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:

Dietary Supplements in Kenya
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List Of Contents And Tables

DIETARY SUPPLEMENTS IN KENYA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflation drives consumers towards more affordable dietary supplement brands

Growing demand for herbal supplements fuels growth

High healthcare costs push consumers towards preventive supplements

PROSPECTS AND OPPORTUNITIES

E-commerce trend boosts sales of dietary supplements

Sustainability and ethical sourcing trends set to gain traction

Enhanced regulations should boost consumer trust in dietary supplements

CATEGORY DATA

Table 1 Sales of Dietary Supplements by Category: Value 2019-2024

Table 2 Sales of Dietary Supplements by Category: % Value Growth 2019-2024

Table 3 Sales of Dietary Supplements by Positioning: % Value 2019-2024

Table 4 NBO Company Shares of Dietary Supplements: % Value 2020-2024

Table 5 LBN Brand Shares of Dietary Supplements: % Value 2021-2024

Table 6 Forecast Sales of Dietary Supplements by Category: Value 2024-2029

Table 7 Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

CONSUMER HEALTH IN KENYA

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 9 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2019-2024

Table 11 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 12 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 13 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 14 Penetration of Private Label by Category: % Value 2019-2024

Table 15 Distribution of Consumer Health by Format: % Value 2019-2024

Table 16 Distribution of Consumer Health by Format and Category: % Value 2024

Table 17 □Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 18 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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