

Paediatric Consumer Health in Kenya

Market Direction | 2024-10-10 | 22 pages | Euromonitor

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Report description:

The rising cost of living in Kenya is pushing consumers to seek more affordable options in paediatric consumer health. Parents are increasingly turning to locally produced or generic brands, such as Lab & Allied's Paracetamol Syrup, instead of higher-priced imported products. Economic constraints bear a strong influence on purchasing decisions, with parents opting for more cost-effective alternatives like Calpol for children's fever and pain relief, rather than premium brands like Panadol Baby &...

Euromonitor International's Paediatric 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: Nappy (Diaper) Rash Treatments, Paediatric Analgesics, Paediatric Cough, Cold and Allergy Remedies, Paediatric Dermatologicals, Paediatric Digestive Remedies, Paediatric Vitamins and 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 Paediatric 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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