

Away-From-Home Tissue and Hygiene in Kenya

Market Direction | 2024-03-07 | 19 pages | Euromonitor

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Report description:

The away-from-home tissue and hygiene category in Kenya is a promising area with much potential for growth. Current volume and value growth is driven by the urbanisation trend with more businesses and services operating in urban centres. Following the pandemic, most businesses and organisations around the country returned to full office hours from 8am to 5pm in 2022. Kenyans largely work in offices and the work-from-home trend is a very new habit that has yet to be adopted in business culture. A...

Euromonitor International's Away-from-Home Tissue and Hygiene 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. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Away-from-Home Hygiene, Away-from-Home Tissue.

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

Why buy this report?

- * Get a detailed picture of the Away-from-Home Tissue and Hygiene 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Away-from-home sales supported by tourism economy

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