

## **Home Care in Kenya**

Market Direction | 2025-02-26 | 53 pages | Euromonitor

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### **Report description:**

The home care market in Kenya continues to demonstrate resilience amidst economic challenges including high inflation. In 2024, home care saw more modest growth in volume terms as consumers prioritised essential cleaning products. Urbanisation, increased hygiene awareness, and innovations in product formulations all supported growth in home care in 2024. Key categories such as toilet care, surface care, and bleach continued to be viewed as everyday necessities in many households. Additionally, t...

Euromonitor International's Home Care in Kenya market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- \* Get a detailed picture of the Home Care 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:

Home Care in Kenya  
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### List Of Contents And Tables

#### HOME CARE IN KENYA

##### EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments.

What next for home care?

##### MARKET INDICATORS

Table 1 Households 2019-2024

##### MARKET DATA

Table 2 Sales of Home Care by Category: Value 2019-2024

Table 3 Sales of Home Care by Category: % Value Growth 2019-2024

Table 4 NBO Company Shares of Home Care: % Value 2020-2024

Table 5 LBN Brand Shares of Home Care: % Value 2021-2024

Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 7 Distribution of Home Care by Format: % Value 2019-2024

Table 8 Distribution of Home Care by Format and Category: % Value 2024

Table 9 Forecast Sales of Home Care by Category: Value 2024-2029

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### LAUNDRY CARE IN KENYA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

PZ Cussons East Africa Ltd unveils upgraded version of its Ushindi multipurpose bar detergents

Consumers shift to more affordable solutions due to financial pressures

Rise of private label products could threaten branded options

##### PROSPECTS AND OPPORTUNITIES

Population growth driving demand for laundry care.

Downy offers affordable sachets to bring fabric softeners to a wider audience

Expansion of distribution channels expected to boost sales of laundry care

##### CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2019-2024

##### CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2019-2024

Table 13 Sales of Laundry Care by Category: % Value Growth 2019-2024

Table 14 Sales of Laundry Aids by Category: Value 2019-2024

Table 15 Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 16 Sales of Laundry Detergents by Category: Value 2019-2024

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Table 17 Sales of Laundry Detergents by Category: % Value Growth 2019-2024

Table 18 NBO Company Shares of Laundry Care: % Value 2020-2024

Table 19 LBN Brand Shares of Laundry Care: % Value 2021-2024

Table 20 □NBO Company Shares of Laundry Aids: % Value 2020-2024

Table 21 □LBN Brand Shares of Laundry Aids: % Value 2021-2024

Table 22 □NBO Company Shares of Laundry Detergents: % Value 2020-2024

Table 23 □LBN Brand Shares of Laundry Detergents: % Value 2021-2024

Table 24 □Forecast Sales of Laundry Care by Category: Value 2024-2029

Table 25 □Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

## DISHWASHING IN KENYA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Hand dishwashing products still dominate the market with promotions helping to stimulate demand

Home-based businesses gain traction due to product affordability.

Financial pressures force players to respond with value offerings

### PROSPECTS AND OPPORTUNITIES.

Increasing machine penetration to drive automatic dishwashing products

Multi-purpose alternatives to entice budget-constrained consumers

Sustainability concerns could open up the market to eco-friendly dishwashing products

### CATEGORY INDICATORS

Table 26 Household Possession of Dishwashers 2019-2024

### CATEGORY DATA

Table 27 Sales of Dishwashing by Category: Value 2019-2024

Table 28 Sales of Dishwashing by Category: % Value Growth 2019-2024

Table 29 NBO Company Shares of Dishwashing: % Value 2020-2024

Table 30 LBN Brand Shares of Dishwashing: % Value 2021-2024

Table 31 Forecast Sales of Dishwashing by Category: Value 2024-2029

Table 32 Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

## SURFACE CARE IN KENYA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Increasing awareness of the benefits of multi-purpose cleaners boosting demand

Kitchen cleaners seeing dynamic growth due to urbanisation and an increased focus on home hygiene

Window/glass cleaners benefiting from an increased focus on home maintenance

### PROSPECTS AND OPPORTUNITIES

Expansion of home cleaning services could provide new growth opportunities

Busy lifestyles creating a demand for e-commerce as consumers look for convenience

Demand for eco-friendly multi-purpose cleaners set to grow

### CATEGORY DATA

Table 33 Sales of Surface Care by Category: Value 2019-2024

Table 34 Sales of Surface Care by Category: % Value Growth 2019-2024

Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024

Table 37 NBO Company Shares of Surface Care: % Value 2020-2024

Table 38 LBN Brand Shares of Surface Care: % Value 2021-2024

Table 39 Forecast Sales of Surface Care by Category: Value 2024-2029

Table 40 Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

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## BLEACH IN KENYA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Omo launches new lavender-scented bleach

Affordable bleach alternatives gain popularity.

Brands leveraging promotional discounts to attract price-sensitive consumers

#### PROSPECTS AND OPPORTUNITIES

Increased competition expected from multi-purpose cleaners

Demand for bleach expected to remain limited among lower-income consumers

Increasing health and hygiene awareness set to boost bleach sales

#### CATEGORY DATA

Table 41 Sales of Bleach: Value 2019-2024

Table 42 Sales of Bleach: % Value Growth 2019-2024

Table 43 NBO Company Shares of Bleach: % Value 2020-2024

Table 44 LBN Brand Shares of Bleach: % Value 2021-2024

Table 45 Forecast Sales of Bleach: Value 2024-2029

Table 46 Forecast Sales of Bleach: % Value Growth 2024-2029

## TOILET CARE IN KENYA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rim blocks and toilet liquids/foam dominate sales

Toilet care finding greater success in rural areas as brands focus on affordability

Promotional campaigns help boost sales and raise awareness

#### PROSPECTS AND OPPORTUNITIES

Initiatives to improve sanitation expected to boost sales of toilet care in Kenya

Fresh Life toilets should help increase demand for toilet care

Urbanisation set to boost the adoption of modern toilet care products

#### CATEGORY DATA

Table 47 Sales of Toilet Care by Category: Value 2019-2024

Table 48 Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 49 NBO Company Shares of Toilet Care: % Value 2020-2024

Table 50 LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 51 Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 52 Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

## POLISHES IN KENYA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Slower growth in shoe polish accounted for by an increasing shift towards modern footwear

Chandaria Industries looking to build demand for its Velvex brand

Local shoeshine stations limit demand for shoe polish

#### PROSPECTS AND OPPORTUNITIES

Niche opportunities could be found in premium furniture polish but shoe polish likely to remain the key growth driver

Furniture polish market continues to face pressure due to home DIY trends

Growth opportunities for floor polish as consumers focus on home aesthetics

#### CATEGORY DATA

Table 53 Sales of Polishes by Category: Value 2019-2024

Table 54 Sales of Polishes by Category: % Value Growth 2019-2024

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Table 55 NBO Company Shares of Polishes: % Value 2020-2024

Table 56 LBN Brand Shares of Polishes: % Value 2021-2024

Table 57 Forecast Sales of Polishes by Category: Value 2024-2029

Table 58 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

## AIR CARE IN KENYA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Candle air fresheners attracting interest

Consumers go electric in search of convenience

Car air fresheners seeing steady demand amid rising vehicle ownership.

### PROSPECTS AND OPPORTUNITIES

Spray/aerosol air fresheners to face stronger competition from more modern formats

Low adoption in rural and low-income households likely to limit stronger growth opportunities

Health-conscious consumers expected to turn their back on traditional air care solutions

### CATEGORY DATA

Table 59 Sales of Air Care by Category: Value 2019-2024

Table 60 Sales of Air Care by Category: % Value Growth 2019-2024

Table 61 NBO Company Shares of Air Care: % Value 2020-2024

Table 62 LBN Brand Shares of Air Care: % Value 2021-2024

Table 63 Forecast Sales of Air Care by Category: Value 2024-2029

Table 64 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

## HOME INSECTICIDES IN KENYA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Urbanisation driving demand with electric insecticides gaining traction in the market as a convenient and effective solution

Growing popularity of insecticide baits

Spray/aerosol insecticides remain resilient but still face competition from cheaper alternatives

### PROSPECTS AND OPPORTUNITIES

Growth in rural and peri-urban markets to sustain category growth

New innovations could breathe life into insecticide coils

Insecticide coils is projected to see more modest growth in retail volume terms over the forecast period since demand is skewed towards a much smaller group of consumers, including those in rural areas and lower-income households. In the forecast period, however, manufacturers are expected to introduce insecticide coils that emit no smoke and which are scentless and biodegradable in order to meet the changing needs of consumers and to address health and environmental concerns around these products. For instance, some brands such as Flower have launched mosquito repellent chips that come in scented and unscented options to meet the preferences of different consumers. Innovations such as these are expected to drive growth in the market in the forecast period.

Rural Adoption of modern solutions to drive growth

In rural areas, insecticide coils are expected to remain popular due to their affordability and ease of use. However, insecticide baits and spray/aerosol insecticides, which are long-lasting and require fewer applications, are expected to increasingly penetrate these areas of the market as they become more affordable and accessible. The increased government focus on health and hygiene in rural areas will likely also drive the growth of these products, especially in areas where malaria is prevalent, such as Nyanza. As awareness grows, rural populations will likely start transitioning from traditional methods like mosquito nets and insecticide coils to modern home insecticides solutions that offer better protection.

### CATEGORY DATA

Table 65 Sales of Home Insecticides by Category: Value 2019-2024

Table 66 Sales of Home Insecticides by Category: % Value Growth 2019-2024

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Table 67 NBO Company Shares of Home Insecticides: % Value 2020-2024

Table 68 LBN Brand Shares of Home Insecticides: % Value 2021-2024

Table 69 Forecast Sales of Home Insecticides by Category: Value 2024-2029

Table 70 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

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