

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.

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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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.

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