

Menstrual Care in Kenya

Market Direction | 2024-03-07 | 20 pages | Euromonitor

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Report description:

Rising consumer awareness of menstrual health, together with the wider variety of sanitary products available in Kenya, is driving sales of menstrual care in 2023. Manufacturers commonly leverage mass media (including television, outdoor) and online marketing to educate consumers. Since 2022, rising supply chain costs has pushed up unit prices encouraging manufacturers to launch value packs to cushion the financial impact. Mixed bundles of sanitary towels together with panty liners has been anot...

Euromonitor International's Menstrual Care 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: Menstrual Care Including Intimate Wipes, Pantyliners, Tampons, Towels.

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

Why buy this report?

- * Get a detailed picture of the Menstrual 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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