

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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Table of Contents:

Menstrual Care in Kenya
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List Of Contents And Tables

MENSTRUAL CARE IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Affordability stunts growth of menstrual care among low-income groups

Players rally to end period poverty in Kenya

Menstrual cups gain ground and threaten category growth

PROSPECTS AND OPPORTUNITIES

Strong growth ahead but affordability remains a challenge for the category

Younger consumers lead to a focus on innovation

Growing awareness of the benefits of reusable products

CATEGORY DATA

Table 1 Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 2 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 4 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 5 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 6 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

TISSUE AND HYGIENE IN KENYA

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 7 Birth Rates 2018-2023

Table 8 Infant Population 2018-2023

Table 9 Female Population by Age 2018-2023

Table 10 Total Population by Age 2018-2023

Table 11 Households 2018-2023

Table 12 Forecast Infant Population 2023-2028

Table 13 Forecast Female Population by Age 2023-2028

Table 14 Forecast Total Population by Age 2023-2028

Table 15 Forecast Households 2023-2028

MARKET DATA

Table 16 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

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Table 21 □Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 22 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 23 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 24 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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