

Nappies/Diapers/Pants in Kenya

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

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Report description:

Rising inflation has forced consumers to switch to cheaper nappies/diaper/pants products in Kenya. On account of this, manufacturers have ramped up efforts to launch more affordable products, with a key focus on targeting young suburban mothers who are financially challenged. For example, Softcare has adapted to the Kadogo economy by selling individually wrapped baby diapers for as little as KSh20 apiece, making them affordable to the low-income segment of consumers. Although consumers have resp...

Euromonitor International's Nappies/Diapers/Pants 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: Disposable Pants, Nappies/Diapers.

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

Why buy this report?

- * Get a detailed picture of the Nappies/Diapers/Pants 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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