



# Bleach in Kenya

March 2024

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## Bleach in Kenya - Category analysis

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#### 2023 DEVELOPMENTS

Affordable smaller packs make bleach accessible to more consumers

A shift towards gentler alternatives

Players use price promotions and discounts to win over consumers

#### PROSPECTS AND OPPORTUNITIES

Jik is expected to remain the leading brand despite growing competition

Demand among low-income consumers is expected to remain limited

Growing middle-class consumer base and urbanisation to boost the demand for bleach

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