

Bath and Shower in Kenya

May 2024

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Bath and Shower in Kenya - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cussons adds two new variants to Flamingo soap line, while concerns rise regarding product ingredients
Bidco Africa ventures into e-commerce with a new online shop and Pwani Oil launches new chocolate soap
Players innovate in line with current trends

PROSPECTS AND OPPORTUNITIES

Growing demand for plant-based ingredients, essential oils and locally sourced materials
Multifunctional trend will accelerate during forecast period while consumers continue to shift towards local offerings
Improved household sanitation to impact on growth and development

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Beauty and Personal Care in Kenya - Industry Overview

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DISCLAIMER

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