



Skin Care in Kenya

May 2024

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Skin Care in Kenya - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Garnier rolls out green beauty products in Kenya.

CeraVe introduces affordable acne skin care variant, Nivea launches new line, and young consumers drive demand for premium options

The move is particularly significant given the high prevalence of acne in Kenya.

Vaseline employs Joy Kendi as its brand ambassador, Nice & Lovely launches stretch mark oil, and Haco introduces new lotion

PROSPECTS AND OPPORTUNITIES

Snail slime skin care products take shape while niche brands continue to emerge

Personalisation trend set to expand while e-commerce continues to rise

Sustainability and K-beauty trends will accelerate during forecast period

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DISCLAIMER

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