

Sun Care in Kenya

May 2024

Table of Contents

Sun Care in Kenya - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising awareness drives development in sun care in Kenya

Social media supports sales in sun protection

Social media drives demand for higher-priced options

PROSPECTS AND OPPORTUNITIES

More brands set to leverage social media marketing during forecast period

Low-income consumers unable to afford sun care, while supermarkets will remain strongest distribution channel

Mid- and high-income consumers will support demand for premium variants

CATEGORY DATA

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

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

Table 3 - Sales of Sun Care by Premium vs Mass: % Value 2018-2023

Table 4 - NBO Company Shares of Sun Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Sun Care: % Value 2020-2023

Table 6 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 7 - Forecast Sales of Sun Care by Category: Value 2023-2028

Table 8 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Beauty and Personal Care in Kenya - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 9 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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