



# Oral Care in Kenya

May 2024

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## Oral Care in Kenya - Category analysis

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#### 2023 DEVELOPMENTS

New Kenyan-made oral hygiene products introduced in 2023  
Players use promotions to woo price-sensitive consumers  
Dental floss yet to gain traction despite rising interest in oral care

#### PROSPECTS AND OPPORTUNITIES

Mouthwashes/dental rinses will struggle to gain traction  
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