

# Baby and Child-Specific Products in Kenya

May 2024

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## Baby and Child-Specific Products in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Johnson & Johnson sued over sale of baby powder in Kenya, while consumers shift towards multifunctionality

Nice and Lovely East Africa introduces Nice & Lovely baby naturals.

Royal Converters launches Hanan Flushable baby wipes in top-performing subcategory

#### PROSPECTS AND OPPORTUNITIES

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Market expansion in line with population increase provides potential for future growth

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### SOURCES

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