

# Weight Management and Wellbeing in Kenya

January 2024

Table of Contents

## Weight Management and Wellbeing in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Higher prices drive value growth in weight loss supplements  
Weight loss trends see growing preference for healthier eating  
Sedentary lifestyles is leading to rising obesity rates

#### PROSPECTS AND OPPORTUNITIES

Weaker outlook in the upcoming years  
Healthier diets and lifestyles will lead to lower demand for slimming aids  
Pharmacies will remain dominant channel as e-commerce gains traction

#### CATEGORY DATA

Table 1 - Sales of Weight Management and Wellbeing by Category: Value 2018-2023  
Table 2 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023  
Table 4 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023  
Table 5 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028  
Table 6 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

## Consumer Health in Kenya - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023  
Table 8 - Life Expectancy at Birth 2018-2023

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023  
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023  
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023  
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023  
Table 13 - Distribution of Consumer Health by Format: % Value 2018-2023  
Table 14 - Distribution of Consumer Health by Format and Category: % Value 2023  
Table 15 - Forecast Sales of Consumer Health by Category: Value 2023-2028  
Table 16 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

#### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/weight-management-and-wellbeing-in-kenya/report](http://www.euromonitor.com/weight-management-and-wellbeing-in-kenya/report).