

# Mass Beauty and Personal Care in Kenya

May 2024

Table of Contents

## Mass Beauty and Personal Care in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand driven by low-middle income consumers  
Multifunctional variants gain traction  
Inflationary pressures support sales in local, low-cost options

#### PROSPECTS AND OPPORTUNITIES

Demand for mass products to continue during forecast period  
Aggressive marketing as a key strategy  
Low-cost options to expand across category

#### CATEGORY DATA

Table 1 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023  
Table 2 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023  
Table 4 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023  
Table 5 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028  
Table 6 - Forecast Sales of Mass Beauty and Personal 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 7 - Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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