

# Ear Care in Kenya

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## Abstracts

A half a percentage point increase in growth in ear care was achieved in Kenya in 2013 compared with the previous year. Growth in this category can mainly be attributed to the increased rate of infection, especially amongst children. The growth of parapharmacies/drugstores also contributed to the performance of ear care, since these have more pharmacy staff available for consultations, and can help consumers to choose the right medication for their health problem. Euromonitor International's Ear Care in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2009-2013, allowing you to identify the sectors driving growth. Forecasts to 2018 illustrate how the market is set to change. **Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data. **Why buy this report?**

Get a detailed picture of the Ear Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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