

# Health and Wellness Tourism in Kenya

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## Abstracts

Health and wellness tourism in Kenya recorded current value growth of 8% in 2013 to reach sales of KES2.5 billion. The category saw the opening of two new outlets, one in the Masai Mara and another in the Mt Kenya/Aberdare region.

Euromonitor International's Health and Wellness Tourism in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2019 illustrate how the market is set to change.

**Product coverage:** Medical Tourism, Spas.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Health and Wellness Tourism 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Industry Players Resort To Informal Mergers and Agreements

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