

Tissue and Hygiene in Kenya

<https://marketpublishers.com/r/T9923EC56E1EN.html>

Date: March 2024

Pages: 45

Price: US\$ 2,650.00 (Single User License)

ID: T9923EC56E1EN

Abstracts

In Kenya, there is a growing demand for tissue and hygiene products as consumers become more hygiene-conscious and the middle classes expand. Volume sales have shown resilience in the face of global events like COVID-19 and the Ukraine-Russia war, which led to higher inflation and price increases. In 2023, consumption patterns shifted due to higher costs of living, prompting consumers to switch towards more affordable brands providing comparable quality to premium alternatives. There has also be...

Euromonitor International's Tissue and Hygiene 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 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

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

Why buy this report?

Get a detailed picture of the Tissue and Hygiene 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.

Contents

Tissue and Hygiene in Kenya
Euromonitor International
March 2024

LIST OF CONTENTS AND TABLES

TISSUE AND HYGIENE IN KENYA
EXECUTIVE SUMMARY
Tissue and hygiene in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS

Table 1 Birth Rates 2018-2023
Table 2 Infant Population 2018-2023
Table 3 Female Population by Age 2018-2023
Table 4 Total Population by Age 2018-2023
Table 5 Households 2018-2023
Table 6 Forecast Infant Population 2023-2028
Table 7 Forecast Female Population by Age 2023-2028
Table 8 Forecast Total Population by Age 2023-2028
Table 9 Forecast Households 2023-2028

MARKET DATA

Table 10 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
Table 11 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
Table 12 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
Table 13 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
Table 14 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023
Table 15 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023
Table 16 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023
Table 17 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028
Table 18 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth

2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MENSTRUAL CARE IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Affordability stunts growth of menstrual care among low-income groups

Players rally to end period poverty in Kenya

Menstrual cups gain ground and threaten category growth

PROSPECTS AND OPPORTUNITIES

Strong growth ahead but affordability remains a challenge for the category

Younger consumers lead to a focus on innovation

Growing awareness of the benefits of reusable products

CATEGORY DATA

Table 19 Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 20 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 21 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 22 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 23 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 24 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

NAPPIES/DIAPERS/PANTS IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising inflation drives consumers towards cheaper alternatives

Manufacturers going digital to attract consumers

Growing preference for disposable pants

PROSPECTS AND OPPORTUNITIES

Rising birth rate and urbanisation creates solid growth potential

Surge in demand for sustainable and premium diapers

Technological advancements in diaper materials and designs will drive innovation

CATEGORY DATA

Table 25 Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth

2018-2023

Table 27 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023

Table 28 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023

Table 29 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value
2023-2028

Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth
2023-2028

RETAIL ADULT INCONTINENCE IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lack of awareness and stigma impacts adoption of adult incontinence products

Lifestyle diseases and ageing population drives adult incontinence usage

Existing users seek premium products

PROSPECTS AND OPPORTUNITIES

Technological advancements to enhance quality and comfort for users

Steady growth ahead for adult incontinence

Aggressive marketing and education to drive product usage and awareness

CATEGORY DATA

Table 31 Sales of Retail Adult Incontinence by Category: Value 2018-2023

Table 32 Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023

Table 33 NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023

Table 34 LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023

Table 35 Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028

Table 36 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth
2023-2028

WIPES IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Affordable brands drive growth in this still small category

Sustainability and health shapes demand patterns in wipes

Royal Converters launch Hanan flushable baby wipes

PROSPECTS AND OPPORTUNITIES

Rising demand for flushable wipes is anticipated

E-commerce to continue growing in popularity widening choice of wipes

Growing demand for cosmetics wipes

CATEGORY DATA

Table 37 Retail Sales of Wipes by Category: Value 2018-2023

Table 38 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 39 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 40 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 41 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 42 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

RETAIL TISSUE IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases cause a slump in toilet paper sales

Growth of private label threatens brands

Softleaf partners with social media influencers to boost brand awareness

PROSPECTS AND OPPORTUNITIES

Improved sanitation expected to drive growth of toilet paper

Toilet paper will remain the focus for private label

Rising demand for sustainable products

CATEGORY DATA

Table 43 Retail Sales of Tissue by Category: Value 2018-2023

Table 44 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 46 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 47 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 48 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

AWAY-FROM-HOME TISSUE AND HYGIENE IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Urban development drives demand for AFH products

Away-from-home sales supported by tourism economy

Inflation pushes businesses towards cheaper alternatives

PROSPECTS AND OPPORTUNITIES

Despite the focus on sustainability, pricing still challenges future growth

Urban population drive sales as rural market offers little opportunity

Hygiene awareness to drive category expansion

CATEGORY DATA

Table 49 Sales of Away-From-Home Tissue and Hygiene by Category: Value
2018-2023

Table 50 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth
2018-2023

Table 51 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value
2018-2023

Table 52 Distribution of Away-From-Home Tissue and Hygiene by Format and
Category: % Value 2023

Table 53 Sales of Forecast Away-From-Home Tissue and Hygiene by Category: Value
2023-2028

Table 54 Sales of Forecast Away-From-Home Tissue and Hygiene by Category: %
Value Growth 2023-2028

I would like to order

Product name: Tissue and Hygiene in Kenya

Product link: <https://marketpublishers.com/r/T9923EC56E1EN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T9923EC56E1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970