

Vitamins in Kenya

<https://marketpublishers.com/r/VAEFCBB0D4DEN.html>

Date: January 2024

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: VAEFCBB0D4DEN

Abstracts

Vitamins is witnessing healthy volume growth in 2023 despite high inflation. Rising health consciousness in Kenya, which was bolstered by the pandemic, is leading to increased demand for vitamins. Multivitamins are one of the most popular products, and the best performing category in 2023. In general, most Kenyans understand the importance of a balanced diet, but there is still some lack of awareness regarding what constitutes a balanced diet and what vitamins should be taken. Most consumers ten...

Euromonitor International's Vitamins 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Multivitamins, Single Vitamins.

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

Why buy this report?

Get a detailed picture of the Vitamins 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

Vitamins in Kenya
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

VITAMINS IN KENYA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Multivitamins are the star performer in this growing category
Middle and high-income consumer groups drive sales of vitamins
DIY options are the preferred option to boost vitamin intake
PROSPECTS AND OPPORTUNITIES
High costs of living will dampen sales and brand choice
Medical professionals are a key influencer in driving awareness and product usage
E-commerce is a growing channel although stock outages remain a key issue

CATEGORY DATA

Table 1 Sales of Vitamins by Category: Value 2018-2023
Table 2 Sales of Vitamins by Category: % Value Growth 2018-2023
Table 3 Sales of Multivitamins by Positioning: % Value 2018-2023
Table 4 NBO Company Shares of Vitamins: % Value 2019-2023
Table 5 LBN Brand Shares of Vitamins: % Value 2020-2023
Table 6 Forecast Sales of Vitamins by Category: Value 2023-2028
Table 7 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

CONSUMER HEALTH IN KENYA

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value

2018-2023

Table 9 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2018-2023

Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 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

I would like to order

Product name: Vitamins in Kenya

Product link: <https://marketpublishers.com/r/VAEFCBB0D4DEN.html>

Price: US\$ 990.00 (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/VAEFCBB0D4DEN.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