

Weight Management and Wellbeing in Kenya

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Abstracts

Weight loss supplements accounted for the largest proportion of sales in 2023, partly due to the wider availability of brands and higher unit prices compared to slimming teas. With the rising cost of living, consumers are shifting their expenditure to essential goods and this has led to weaker demand and a slowdown in retail volume sales. Currency fluctuations also contributed to rising prices of weight loss supplements, since most are imported, rendering them unaffordable for many consumers.

Euromonitor International's Weight Management and Wellbeing 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: Meal Replacement, OTC Obesity, Slimming Teas, Supplement Nutrition Drinks, Weight Loss Supplements.

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

Why buy this report?

Get a detailed picture of the Weight Management and Wellbeing 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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