

Wipes in Kenya

<https://marketpublishers.com/r/WFC3A7CB2DAEN.html>

Date: March 2024

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: WFC3A7CB2DAEN

Abstracts

Wipes are extremely underdeveloped in Kenya, with close to all sales generated by baby wipes. There are no visible sales of household products; in addition, the consumer base is limited to urban middle- and upper-income consumer bases with higher disposable incomes, who are willing to try new products. A flurry of launches in recent years has widened the choice of brands, making wipes more accessible to lower income groups, as well as bringing more sustainable options into Kenya. Local brand Sof...

Euromonitor International's Wipes 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: Home Care Wipes and Floor Cleaning Systems, Personal Wipes.

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

Why buy this report?

Get a detailed picture of the Wipes 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

Wipes in Kenya
Euromonitor International
March 2024

LIST OF CONTENTS AND TABLES

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

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 7 Birth Rates 2018-2023
Table 8 Infant Population 2018-2023

Table 9 Female Population by Age 2018-2023

Table 10 Total Population by Age 2018-2023

Table 11 Households 2018-2023

Table 12 Forecast Infant Population 2023-2028

Table 13 Forecast Female Population by Age 2023-2028

Table 14 Forecast Total Population by Age 2023-2028

Table 15 Forecast Households 2023-2028

MARKET DATA

Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Wipes in Kenya

Product link: <https://marketpublishers.com/r/WFC3A7CB2DAEN.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/WFC3A7CB2DAEN.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