

# Baby Diapers Market in Kenya 2022

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## Abstracts

Baby diapers are one of the most consumed baby care products in the world. They come with options: cloth diapers which are composed of layers of fabric or disposable diapers which contain absorbent chemicals. Today's disposable diapers are light, compact, very absorbent, prevents leaks and easy to use. Disposable diapers decrease the incidence of probable sepsis in babies admitted to a level II NICU with a high incidence of nosocomial sepsis. They are cost-effective in prevention of neonatal sepsis. According to a report by StrategyHelix, the baby diapers market in Kenya is set to increase by US\$ 385.3 million during 2022-2028, growing at a CAGR of 9.5% during the forecast period.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value and volume for baby diapers. The Kenya baby diapers market is segmented on the basis of product, and retail channel. On the basis of product, the baby diapers market in Kenya has been segmented into nappies, nappy pants. By retail channel, the baby diapers market in Kenya has been segmented into supermarkets and hypermarkets, grocery stores, specialty stores, e-commerce, others.

The nappies market is further segmented into newborn nappies, standard nappies, and junior sized nappies.

The Kenya baby diapers market is highly competitive. Key companies profiled in the report include The Procter & Gamble Company (P&G), Sunda International Group, L'Oreal S.A., Kimberly-Clark Corporation, Hayat Holding A.S., BORDAR Group (KISSKIDS), Beau Bebe Ltee. Competitive landscape gives a description of the competitive nature of the baby diapers market in Kenya and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the baby diapers market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

#### Report Scope

Product: nappies, nappy pants

Retail channel: supermarkets and hypermarkets, grocery stores, specialty stores, e-commerce, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: The Procter & Gamble Company (P&G), Sunda International Group, L'Oreal S.A., Kimberly-Clark Corporation, Hayat Holding A.S., BORDAR Group (KISSKIDS), Beau Bebe Ltee

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Kenya baby diapers market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Nappy pants

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Grocery stores  
Specialty stores  
E-commerce  
Others

### **PART 5. KEY COMPANIES**

The Procter & Gamble Company (P&G)  
Sunda International Group  
L'Oreal S.A.  
Kimberly-Clark Corporation  
Hayat Holding A.S.  
BORDAR Group (KISSKIDS)  
Beau Bebe Ltee  
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