

# Baby Personal Care Products Market in Kenya 2021

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## Abstracts

Personal care products are applied to the human body for the purposes of cleaning, moisturizing, suncreening, or changing its appearance. According to StrategyHelix, the baby personal care products market in Kenya is expected to increase at a CAGR of 7.3% till 2027. Rising consumer disposable income and improving standards of living, increasing consciousness among consumers about child hygiene are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for baby personal care products. The Kenya baby personal care products market is segmented on the basis of product, and distribution channel. Based on product, the baby personal care products market in Kenya is categorized into hair care, skin care, toiletries, sun care, wipes & tissues, others. In Kenya, the wipes & tissues segment made up the largest share of the baby personal care products market. On the basis of distribution channel, the baby personal care products market in Kenya has been segmented into specialized stores, supermarkets & hypermarkets, discounters, online platform, others.

The Kenya baby personal care products market is highly competitive. The prominent players operating in the Kenya baby personal care products market include PZ Cussons Plc, Johnson & Johnson (J&J), Unilever PLC, Mamujee Products Limited, Buyline Industries Ltd., Dynamix International Limited, Tiger Consumer Brands Ltd.

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

## Report Scope

Product: hair care, skin care, toiletries, sun care, wipes & tissues, others  
Distribution channel: specialized stores, supermarkets & hypermarkets, discounters, online platform, others  
Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Kenya baby personal care products market  
Identify regional strategies and strategic priorities on the basis of local data  
Pinpoint growth sectors and trends for investment

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Johnson & Johnson (J&J)  
Unilever PLC  
Mamujee Products Limited  
Buyline Industries Ltd.  
Dynamix International Limited  
Tiger Consumer Brands Ltd.  
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