

Feminine Hygiene Products Market in Kenya 2022

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Abstracts

Feminine hygiene refers to personal care products that are used by women during menstruation, vaginal discharge, and other bodily functions related to the vulva. These products include tampons, sanitary pads, menstrual cups, and others designed to manage the symptoms of a woman's menstrual cycle. Good menstrual hygiene management is essential to the well-being and empowerment of women and adolescent girls. According to a report by StrategyHelix, the feminine hygiene products market in Kenya is anticipated to expand positively at a CAGR of 10.1% during the forecast period (2022-2028).

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value for feminine hygiene products. The Kenya feminine hygiene products market is segmented on the basis of product, and distribution channel. On the basis of product, the feminine hygiene products market in Kenya has been segmented into pads, pantyliners, tampons, others. By distribution channel, the feminine hygiene products market in Kenya has been segmented into supermarkets and hypermarkets, specialty stores, e-commerce, convenience stores, others.

The pads market is further segmented into pads with wings, and pads without wings. Furthermore, the pads market has been categorized into thin pads, and regular pads.

The Kenya feminine hygiene products market is highly competitive. The report also includes the profiles of leading companies such as The Procter & Gamble Company (P&G), Johnson & Johnson (J&J), Marvel Five Investments Ltd, L'Oreal S.A., Kimberly-Clark Corporation, Fineline Industries Ltd, African Cotton Industries Ltd.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the feminine hygiene products market to help

drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: pads, pantyliners, tampons, others

Distribution channel: supermarkets and hypermarkets, specialty stores, e-commerce, convenience stores, others

Years considered: this report covers the period 2018 to 2028

Key Benefits for Stakeholders

Get a comprehensive picture of the Kenya feminine hygiene 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)
Marvel Five Investments Ltd
L'Oreal S.A.
Kimberly-Clark Corporation
Fineline Industries Ltd
African Cotton Industries Ltd.
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