

Hair Care Products Market in Kenya 2021

<https://marketpublishers.com/r/HF9F0E048AB4EN.html>

Date: January 2022

Pages: 18

Price: US\$ 550.00 (Single User License)

ID: HF9F0E048AB4EN

Abstracts

Hair care products are those that help to control the properties and behavior of the hair so that it can be maintained in a controlled and desirable manner. A study by StrategyHelix indicates that the hair care products market in Kenya is set to grow at a healthy compound annual growth rate (CAGR) of 7.9% in the next five years. Continuously rising personnel disposable income levels, increasing adoption of a modern approach to grooming practices, increasing cases of hair loss among men, coupled with the rising prevalence of scalp disorders and hair loss 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 hair care products. The Kenya hair care products market is segmented on the basis of price range, product, and distribution channel. Based on price range, the hair care products market in Kenya is categorized into prestige product, mass product. The mass product segment held the largest share of the Kenya hair care products market in 2020 and is anticipated to hold its share during the forecast period. On the basis of product, the hair care products market in Kenya has been segmented into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. In Kenya, the shampoos segment made up the largest share of the hair care products market. By distribution channel, the hair care products market in Kenya has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The conditioners market is further segmented into traditional conditioners, and intensive conditioners. In 2020, the traditional conditioners segment made up the largest share of revenue generated by the hair care products market. Furthermore, the styling products market has been categorized into hairsprays, hair mousses, hair gels, and others. Among these, the hairsprays segment was accounted for the highest revenue generator in 2020. The shampoos market is further divided into standard shampoos, 2-in-1

shampoos, medicated shampoos, and others. The standard shampoos segment captured the largest share of the market in 2020 and is expected to maintain its dominance during the forecast period.

As of 2020, the major players in the Kenya hair care products market were L'Oreal S.A., Tiger Consumer Brands Ltd., Unilever PLC, Godrej Group, PZ Cussons Plc.

Report Scope

Price range: prestige product, mass product

Product: shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Kenya hair 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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Unilever PLC
Godrej Group

PZ Cussons Plc
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