

Male Grooming Products Market in Kenya 2021

<https://marketpublishers.com/r/MB2C90D098A9EN.html>

Date: January 2022

Pages: 13

Price: US\$ 450.00 (Single User License)

ID: MB2C90D098A9EN

Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. According to StrategyHelix, the male grooming products market in Kenya is set to grow at a healthy compound annual growth rate (CAGR) of 4.9% in the next five years. Rising consumer disposable income, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet, growing awareness about the importance of overall body grooming and society's influence towards aesthetically appealing looks 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 male grooming products. The Kenya male grooming products market is segmented on the basis of price range, product, and distribution channel. Based on price range, the male grooming products market in Kenya is categorized into prestige product, mass product. In Kenya, the mass product segment made up the largest share of the male grooming products market. On the basis of product, the male grooming products market in Kenya has been segmented into shaving products, razors & blades, toiletries, fragrances. The toiletries segment captured the largest share of the market in 2020. By distribution channel, the male grooming products market in Kenya has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The male toiletries market is further segmented into bath & shower, deodorants, hair care, and skin care. The deodorants segment was the largest contributor to the Kenya male grooming products market in 2020.

The male grooming products market is dominated by key players, which are The Procter & Gamble Company, Unilever PLC, Beiersdorf AG.

Report Scope

Price range: prestige product, mass product

Product: shaving products, razors & blades, toiletries, fragrances

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 male grooming 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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