

Sun Care Products Market in Kenya 2021

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Abstracts

Sun care products are products applied to the skin to protect against the harmful effects of the sun's ultraviolet rays. These products come in many forms, as creams, lotions, lip balms, hair tonics, and gels. The sun care products market in Kenya is anticipated to expand positively at a CAGR of 5.2% during the forecast period (2021-2027). Rising consumer disposable income, increasing product availability and retail outlet, rising incidence of sunburns to surge awareness of sun care products 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 sun care products. The Kenya sun care products market is segmented on the basis of price range, product, distribution channel, and end user. On the basis of price range, the sun care products market in Kenya has been segmented into prestige product, mass product. The mass product segment held the largest revenue share in 2020. By product, the sun care products market in Kenya has been segmented into self-tanning products, after-sun products, sun protection products. Among these, the sun protection products segment was accounted for the highest revenue generator in 2020. Based on distribution channel, the sun care products market in Kenya is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. On the basis of end user, the sun care products market in Kenya has been segmented into adult, children.

The competitive landscape of the market is highly consolidated and dominated by key players such as Beiersdorf AG, E.T. Browne Drug Co. Inc.

Report Scope

Price range: prestige product, mass product

Product: self-tanning products, after-sun products, sun protection products

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

others

End user: adult, children

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Kenya sun 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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Beiersdorf AG
E.T. Browne Drug Co., Inc.
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