

# Laundry Care in Kenya

March 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

LG unveils first commercial laundry shop in Mombasa  
Brand owners target more consumers with promotions  
Affordable options lead the way

PROSPECTS AND OPPORTUNITIES

Concentrated detergents to gain traction amid sustainability concerns  
Pricing remains the primary challenge  
Consumers set to prefer cheaper brands

CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2018-2023

CATEGORY DATA

- Table 2 - Sales of Laundry Care by Category: Value 2018-2023
- Table 3 - Sales of Laundry Care by Category: % Value Growth 2018-2023
- Table 4 - Sales of Laundry Aids by Category: Value 2018-2023
- Table 5 - Sales of Laundry Aids by Category: % Value Growth 2018-2023
- Table 6 - Sales of Laundry Detergents by Category: Value 2018-2023
- Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023
- Table 8 - NBO Company Shares of Laundry Care: % Value 2019-2023
- Table 9 - LBN Brand Shares of Laundry Care: % Value 2020-2023
- Table 10 - NBO Company Shares of Laundry Aids: % Value 2019-2023
- Table 11 - LBN Brand Shares of Laundry Aids: % Value 2020-2023
- Table 12 - NBO Company Shares of Laundry Detergents: % Value 2019-2023
- Table 13 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023
- Table 14 - Forecast Sales of Laundry Care by Category: Value 2023-2028
- Table 15 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

Home Care in Kenya - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

MARKET INDICATORS

Table 16 - Households 2018-2023

MARKET DATA

- Table 17 - Sales of Home Care by Category: Value 2018-2023
- Table 18 - Sales of Home Care by Category: % Value Growth 2018-2023
- Table 19 - NBO Company Shares of Home Care: % Value 2019-2023
- Table 20 - LBN Brand Shares of Home Care: % Value 2020-2023
- Table 21 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 22 - Distribution of Home Care by Format: % Value 2018-2023
- Table 23 - Distribution of Home Care by Format and Category: % Value 2023
- Table 24 - Forecast Sales of Home Care by Category: Value 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/laundry-care-in-kenya/report](https://www.euromonitor.com/laundry-care-in-kenya/report).