

Oral Care in Kenya

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Oral Care in Kenya - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

New Kenyan-made oral hygiene products introduced in 2023 Players use promotions to woo price-sensitive consumers Dental floss yet to gain traction despite rising interest in oral care

PROSPECTS AND OPPORTUNITIES

Mouthwashes/dental rinses will struggle to gain traction Electric toothbrushes appeal to urban dwellers while increased adoption of manual toothbrushes drives sales in rural Kenya Improving lifestyles and consumer spending power to support future sales

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