

Baby and Child-Specific Products in Kenya

June 2023

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Baby and Child-Specific Products in Kenya - Category analysis

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2022 DEVELOPMENTS

Inflationary pressures place downwards pressure on baby and child-specific products

PZ Cussons steps up its expansion in Kenya, in line with the burgeoning birth rates

Baby wipes is the best performer, thanks to convenience offered to busy parents

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Population growth and rising disposable incomes are anticipated to support category expansion

Stiff regulatory environment suppresses potential growth of baby products

Johnson & Johnson ceases talc-based powder sales amid cancer allegation scandal

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