

Bleach in Kenya

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Affordable smaller packs make bleach accessible to more consumers
- A shift towards gentler alternatives
- Players use price promotions and discounts to win over consumers

PROSPECTS AND OPPORTUNITIES

- Jik is expected to remain the leading brand despite growing competition
- Demand among low-income consumers is expected to remain limited
- Growing middle-class consumer base and urbanisation to boost the demand for bleach

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Home Care in Kenya - Industry Overview

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DISCLAIMER

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