

Deodorants in Kenya

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Leading Nivea Deodorant stimulates sales with promotions and campaigns Beiersdorf East Africa maintains its lead, thanks to the strength of its brands Inflationary pressures lead to trading down trends

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Stick formats slowly emerge, albeit from a very low base Supermarkets maintain lead as main distribution channel Consumers' changing lifestyles drive the growth of deodorants

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