



Home Insecticides in Kenya

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Insecticides Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Insecticides

INDUSTRY PERFORMANCE

Increasing Urbanisation and High Insect Prevalence Boost Home Insecticide Sales

Spray/Aerosol Insecticides Dominate Pest Control Sales

Chart 2 - Kapi Launches Ecofriendly Natural Insect Spray

Sustainability Drives Innovation in Pest Control Products

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Demand for Pest Control Set to Fuel Market Expansion

Spray/Aerosol Insecticides Expected to Maintain Dominance

Increasing Pest Prevalence Due to Global Warming Set to Drive Future Growth in Home Insecticides

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Reckitt Benckiser East Africa Ltd Maintains Lead with Strong Brand Portfolio

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets Drive Sales with Extensive Network and Promotions

Retail E-Commerce Set to Gain Traction with Convenience and Variety

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Home Insecticides

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Home Insecticides

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home Care in Kenya - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Sustainable Innovation in Laundry Care Drives Home Care Sales

Chart 19 - Unilever Launches Omo Sustainable Laundry Capsules

Demand for Multifunctionality Increases, Specifically in Bleach

Chart 20 - Carrefour Launches Antibacterial Aqua Fresh Disinfectant

Private Label Gains Traction, Driven by Affordability

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Increasing Urbanisation and a Focus on Health and Hygiene Expected to Fuel Future Growth in Home Care

Innovation Anticipated to Drive Growth across Categories

Sustainability Trends Anticipated to Remain Significant over the Forecast Period

Chart 24 - Analyst Insight for Home Care

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever East & Southern Africa (Pty) Ltd and Hasbah Kenya Ltd Maintain Lead through Strong Brand Portfolios

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Supermarkets Leads Sales with Extensive Network and Promotions

Retail E-Commerce Gains Traction with Convenience and Variety

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Home Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Home Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/home-insecticides-in-kenya/report.