

# Mass Beauty and Personal Care in Kenya

May 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Demand driven by low-middle income consumers  
Multifunctional variants gain traction  
Inflationary pressures support sales in local, low-cost options

### PROSPECTS AND OPPORTUNITIES

Demand for mass products to continue during forecast period  
Aggressive marketing as a key strategy  
Low-cost options to expand across category

### CATEGORY DATA

Table 1 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023  
Table 2 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023  
Table 4 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023  
Table 5 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028  
Table 6 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

## Beauty and Personal Care in Kenya - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

### MARKET DATA

Table 7 - Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## 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/mass-beauty-and-personal-care-in-kenya/report](http://www.euromonitor.com/mass-beauty-and-personal-care-in-kenya/report).