

Premium Beauty and Personal Care in Kenya

May 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation undermines sales in premium segments as consumers face squeezed budgets
Premium beauty remains resilient among mid-to-high-income consumers despite wider economic challenges
Counterfeit products remain problematic

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Greater interest in premium skin care offers future growth potential
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Experience-driven luxury will become more prevalent in premium segments

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Beauty and Personal Care in Kenya - Industry Overview

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DISCLAIMER

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