Paediatric Consumer Health in Kenya

October 2022

Table of Contents
Paediatric Consumer Health in Kenya - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Slight fall in constant value sales in 2022
Leading players benefit from high levels of consumer trust
Vitamins and dietary supplements see continued value sales

PROSPECTS AND OPPORTUNITIES
Muted growth over forecast period
Shift towards natural products over forecast period
Players focus on child-friendly design

CATEGORY DATA
Table 1 - Sales of Paediatric Consumer Health by Category: Value 2017-2022
Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2017-2022
Table 3 - Sales of Paediatric Vitamins and Dietary Supplements by Type: % Value 2017-2022
Table 4 - Forecast Sales of Paediatric Consumer Health by Category: Value 2022-2027
Table 5 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2022-2027

Consumer Health in Kenya - Industry Overview

EXECUTIVE SUMMARY
Consumer health in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS
Table 6 - Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022
Table 7 - Life Expectancy at Birth 2017-2022

MARKET DATA
Table 8 - Sales of Consumer Health by Category: Value 2017-2022
Table 9 - Sales of Consumer Health by Category: % Value Growth 2017-2022
Table 10 - NBO Company Shares of Consumer Health: % Value 2018-2022
Table 11 - LBN Brand Shares of Consumer Health: % Value 2019-2022
Table 12 - Distribution of Consumer Health by Format: % Value 2017-2022
Table 13 - Distribution of Consumer Health by Format and Category: % Value 2022
Table 14 - Forecast Sales of Consumer Health by Category: Value 2022-2027
Table 15 - Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

APPENDIX
OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

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/paediatric-consumer-health-in-kenya/report](http://www.euromonitor.com/paediatric-consumer-health-in-kenya/report).