



Households: Kenya

September 2025

Table of Contents

HEADLINES

PROSPECTS

Extended families remain prevalent, while single person households are set for rapid growth

Urbanisation challenges persist despite infrastructure improvements

Household income to grow, supported by tourism recovery and strong agricultural output

Digital connectivity to improve, but rural areas still lag behind

Housing market sees modest growth but faces affordability challenges

HOUSEHOLD PROFILE

Chart 1 - Household Profile: 2024-2029

Chart 2 - Households by Number of Persons: 2029

Chart 3 - % of Households by Number of Children: 2029

Chart 4 - Households by Type of Household: 2029

Chart 5 - Consumer Expenditure by Household Type in Kenya: 2019/2024/2029

Chart 6 - Household Head's Sex and Employment in Kenya: 2029

Chart 7 - Households by Economic Status of Head of Household in Kenya: 2029

Chart 8 - Households by Age of Head: 2029

Chart 9 - Household Penetration by Facilities: 2029

Chart 10 - Household Possession of Kitchen Durables in 2029: % of Households

Chart 11 - Household Possession of Other Durables in 2029: % of Households

Chart 12 - Household Digital Penetration in Kenya Compared to Global Average: 2029

Chart 13 - Possession of Entertainment Electronics in 2029: % of Households

Chart 14 - Possession of Other Electronics in 2029: % of Households

Chart 15 - Key Metrics of Households Property Market: 2019-2029

Chart 16 - Housing Stock by Construction Year

Chart 17 - Households by Number of Rooms: 2029

Chart 18 - Households by Size of Dwelling in Kenya: 2029

Chart 19 - Housing Completions and House Price Index in Kenya: 2019-2025

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/households-kenya/report.