

# Households: Kenya

July 2022

Table of Contents

## HEADLINES

## PROSPECTS

Couples with children set to remain dominant household type in Kenya

Urbanisation set to intensify

Disposable income per household is set to witness rapid growth

Low water penetration remains a pain point among Kenyan households, but the pressure is set to subside

The share of housing expenditure set to decrease slightly in Kenya

## HOUSEHOLD PROFILE

Chart 1 - Household Profile: 2040

Chart 2 - Households by Number of Persons: 2040

Chart 3 - % of Households by Number of Children: 2040

Chart 4 - Households by Type of Households: 2040

Chart 5 - Consumer Expenditure by Household type in Kenya: 2016/2021/2040

Chart 6 - Household Heads Sex and Employment in Kenya: 2040

Chart 7 - Households by Economic Status of Head of Household in Kenya: 2040

Chart 8 - Households by Age of Head: 2040

Chart 9 - Household Penetration by Facilities: 2040

Chart 10 - Household Possession of Kitchen Durables in 2040: % of Households

Chart 11 - Household Possession of Other Durables in 2040: % of Households

Chart 12 - Household Digital Penetration in Kenya Compared to Global Average: 2040

Chart 13 - Possession of Entertainment Electronics in 2040: % of Households

Chart 14 - Possession of Other Electronics in 2040: % of Households

Chart 15 - Key Metrics of Households Property Market: 2040

Chart 16 - Housing Stock by Construction Year

Chart 17 - Households by Number of Rooms: 2040

Chart 18 - Households by Size of Dwelling in Kenya: 2040

Chart 19 - Housing Completions in Kenya: 2016-2022

## 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](http://www.euromonitor.com/households-kenya/report).