

Depilatories in Kenya

May 2024

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Depilatories in Kenya - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifting preferences towards safer alternatives Increased incomes drive growth Veet maintains market lead

PROSPECTS AND OPPORTUNITIES

Bleaches yet to gain traction, and consumers to continue to shift towards safe ingredients Penetration of laser hair removal to negatively impact category growth Hair removers remain preferred

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