

Baby and Child-Specific Products in Kenya

May 2024

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Baby and Child-Specific Products in Kenya - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Johnson & Johnson sued over sale of baby powder in Kenya, while consumers shift towards multifunctionality

Nice and Lovely East Africa introduces Nice & Lovely baby naturals.

Royal Converters launches Hanan Flushable baby wipes in top-performing subcategory

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Market expansion in line with population increase provides potential for future growth

Nappy (diaper) rash treatments faces further struggle

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DISCLAIMER

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