

Premium Beauty and Personal Care in Kenya

May 2024

Table of Contents

Premium Beauty and Personal Care in Kenya - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation undermines sales in premium segments as consumers face squeezed budgets

Premium beauty remains resilient among mid-to-high-income consumers despite wider economic challenges

Counterfeit products remain problematic

PROSPECTS AND OPPORTUNITIES

Greater interest in premium skin care offers future growth potential

Improved lifestyles and incomes to drive demand

Experience-driven luxury will become more prevalent in premium segments

CATEGORY DATA

Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 6 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

Beauty and Personal Care in Kenya - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 7 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research 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/premium-beauty-and-personal-care-in-kenya/report.