

Households: Kenya

October 2023

Table of Contents

HEADLINES

PROSPECTS

Single person households to record the fastest growth among all household types
Uncontrolled urbanisation to continue adding to the proliferation of slums
Couples with children to retain the largest spending power
Low water and electricity penetration remains a problem among Kenyan households
Smartphone ownership to see the fastest growth among digital devices
Share of consumer expenditure dedicated to housing to witness growth

HOUSEHOLD PROFILE

Chart 1 - Household Profile: 2022-2027
Chart 2 - Households by Number of Persons: 2027
Chart 3 - % of Households by Number of Children: 2027
Chart 4 - Households by Type of Household: 2027
Chart 5 - Consumer Expenditure by Household Type in Kenya: 2017/2022/2027
Chart 6 - Household Head's Sex and Employment in Kenya: 2027
Chart 7 - Households by Economic Status of Head of Household in Kenya: 2027
Chart 8 - Households by Age of Head: 2027
Chart 9 - Household Penetration by Facilities: 2027
Chart 10 - Household Possession of Kitchen Durables in 2027: % of Households
Chart 11 - Household Possession of Other Durables in 2027: % of Households
Chart 12 - Household Digital Penetration in Kenya Compared to Global Average: 2027
Chart 13 - Possession of Entertainment Electronics in 2027: % of Households
Chart 14 - Possession of Other Electronics in 2027: % of Households
Chart 15 - Key Metrics of Households Property Market: 2017-2027
Chart 16 - Housing Stock by Construction Year
Chart 17 - Households by Number of Rooms: 2027
Chart 18 - Households by Size of Dwelling in Kenya: 2027
Chart 19 - Housing Completions and House Price Index in Kenya: 2017-2023

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