

Dietary Supplements in Kenya

January 2024

Table of Contents

Dietary Supplements in Kenya - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Affluent consumers use dietary supplement to bridge nutritional gaps
General health focused dietary supplements outperform specific products
E-commerce is offering more options to consumers

PROSPECTS AND OPPORTUNITIES

Weak growth potential expected over the forecast period
Increased veganism sees rising demand for dietary supplements
Growing health awareness to support growth in the longer term

CATEGORY DATA

Table 1 - Sales of Dietary Supplements by Category: Value 2018-2023
Table 2 - Sales of Dietary Supplements by Category: % Value Growth 2018-2023
Table 3 - Sales of Dietary Supplements by Positioning: % Value 2018-2023
Table 4 - NBO Company Shares of Dietary Supplements: % Value 2019-2023
Table 5 - LBN Brand Shares of Dietary Supplements: % Value 2020-2023
Table 6 - Forecast Sales of Dietary Supplements by Category: Value 2023-2028
Table 7 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

Consumer Health in Kenya - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 9 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2018-2023
Table 11 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

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/dietary-supplements-in-kenya/report.