



Euromonitor  
International

# Herbal/Traditional Products in Kenya

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Inflation drives consumers towards cost-effective herbal/traditional remedies
- Herbal brands innovate and expand via e-commerce channel
- High cost of healthcare in Kenya pushes is linked to growing demand for herbal/traditional remedies

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- Dietary supplements dominate as health awareness gains traction
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- Quality control and regulatory issues provide some challenges

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DISCLAIMER

DEFINITIONS

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#### About Euromonitor International

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