



# Dishwashing in Kenya

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hand dishwashing products still dominate the market with promotions helping to stimulate demand  
Home-based businesses gain traction due to product affordability.  
Financial pressures force players to respond with value offerings

PROSPECTS AND OPPORTUNITIES.

Increasing machine penetration to drive automatic dishwashing products  
Multi-purpose alternatives to entice budget-constrained consumers  
Sustainability concerns could open up the market to eco-friendly dishwashing products

CATEGORY INDICATORS

Table 1 - Household Possession of Dishwashers 2019-2024

CATEGORY DATA

- Table 2 - Sales of Dishwashing by Category: Value 2019-2024
- Table 3 - Sales of Dishwashing by Category: % Value Growth 2019-2024
- Table 4 - NBO Company Shares of Dishwashing: % Value 2020-2024
- Table 5 - LBN Brand Shares of Dishwashing: % Value 2021-2024
- Table 6 - Forecast Sales of Dishwashing by Category: Value 2024-2029
- Table 7 - Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

Home Care in Kenya - Industry Overview

EXECUTIVE SUMMARY

Home care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments.  
What next for home care?

MARKET INDICATORS

Table 8 - Households 2019-2024

MARKET DATA

- Table 9 - Sales of Home Care by Category: Value 2019-2024
- Table 10 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 12 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 13 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 14 - Distribution of Home Care by Format: % Value 2019-2024
- Table 15 - Distribution of Home Care by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Home Care by Category: Value 2024-2029
- Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

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/dishwashing-in-kenya/report](http://www.euromonitor.com/dishwashing-in-kenya/report).