



Euromonitor  
International

# Home Care in Kenya

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Growing popularity of insecticide baits  
Spray/aerosol insecticides remain resilient but still face competition from cheaper alternatives

PROSPECTS AND OPPORTUNITIES

Growth in rural and peri-urban markets to sustain category growth  
New innovations could breathe life into insecticide coils  
Insecticide coils is projected to see more modest growth in retail volume terms over the forecast period since demand is skewed towards a much smaller

group of consumers, including those in rural areas and lower-income households. In the forecast period, however, manufacturers are expected to introduce insecticide coils that emit no smoke and which are scentless and biodegradable in order to meet the changing needs of consumers and to address health and environmental concerns around these products. For instance, some brands such as Flower have launched mosquito repellent chips that come in scented and unscented options to meet the preferences of different consumers. Innovations such as these are expected to drive growth in the market in the forecast period.

Rural Adoption of modern solutions to drive growth

In rural areas, insecticide coils are expected to remain popular due to their affordability and ease of use. However, insecticide baits and spray/aerosol insecticides, which are long-lasting and require fewer applications, are expected to increasingly penetrate these areas of the market as they become more affordable and accessible. The increased government focus on health and hygiene in rural areas will likely also drive the growth of these products, especially in areas where malaria is prevalent, such as Nyanza. As awareness grows, rural populations will likely start transitioning from traditional methods like mosquito nets and insecticide coils to modern home insecticides solutions that offer better protection.

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### PROSPECTS AND OPPORTUNITIES

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