



Euromonitor  
International

# Bath and Shower in Kenya

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## Bath and Shower in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cussons adds two new variants to Flamingo soap line, while concerns rise regarding product ingredients  
Bidco Africa ventures into e-commerce with a new online shop and Pwani Oil launches new chocolate soap  
Players innovate in line with current trends

#### PROSPECTS AND OPPORTUNITIES

Growing demand for plant-based ingredients, essential oils and locally sourced materials  
Multifunctional trend will accelerate during forecast period while consumers continue to shift towards local offerings  
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