



Euromonitor
International

Fragrances in Kenya

May 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass fragrances outpaces premium alternatives
Arabian scents gain further ground and men show more interest in fragrances
Inflation negatively impacts sales, and refill stations expand

PROSPECTS AND OPPORTUNITIES

Premium fragrances to remain resilient
Counterfeit fragrances restrict overall growth
Signature fragrances set to become more widespread

CATEGORY DATA

Table 1 - Sales of Fragrances by Category: Value 2018-2023
Table 2 - Sales of Fragrances by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Fragrances: % Value 2019-2023
Table 4 - LBN Brand Shares of Fragrances: % Value 2020-2023
Table 5 - LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023
Table 6 - LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023
Table 7 - Forecast Sales of Fragrances by Category: Value 2023-2028
Table 8 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

Beauty and Personal Care in Kenya - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 9 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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/fragrances-in-kenya/report.