



Euromonitor
International

Laundry Care in Kenya

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- PZ Cussons East Africa Ltd unveils upgraded version of its Ushindi multipurpose bar detergents
- Consumers shift to more affordable solutions due to financial pressures
- Rise of private label products could threaten branded options

PROSPECTS AND OPPORTUNITIES

- Population growth driving demand for laundry care.
- Downy offers affordable sachets to bring fabric softeners to a wider audience
- Expansion of distribution channels expected to boost sales of laundry care

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Home Care in Kenya - Industry Overview

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DISCLAIMER

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