



Air Care in Kenya

March 2024

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Air Care in Kenya - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising middle-class consumer base provides captive audience for air care
Heightened marketing input maintains local brand Tropikal's leading position
Manufacturers continue to target consumers through price promotions

PROSPECTS AND OPPORTUNITIES

Health-conscious consumers set to restrict growth potential in the forecast period
The gel format to gain traction as a perceived safer and more affordable option
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DISCLAIMER

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