



Sports Nutrition in Kenya

October 2024

Table of Contents

Sports Nutrition in Kenya - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing demand among women expands interest in sports nutrition products

Growing fitness culture in Kenya spurs demand for sports nutrition

Limited retail distribution stifles growth potential

PROSPECTS AND OPPORTUNITIES

Non-protein products are losing ground to protein-based alternatives

Health and fitness trends boost demand for sports nutrition products in Kenya

Price sensitivity is a limitation to growth

CATEGORY DATA

Table 1 - Sales of Sports Nutrition by Category: Value 2019-2024

Table 2 - Sales of Sports Nutrition by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Sports Nutrition: % Value 2020-2024

Table 4 - LBN Brand Shares of Sports Nutrition: % Value 2021-2024

Table 5 - Forecast Sales of Sports Nutrition by Category: Value 2024-2029

Table 6 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

Consumer Health in Kenya - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 8 - Life Expectancy at Birth 2019-2024

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2019-2024

Table 10 - Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 11 - NBO Company Shares of Consumer Health: % Value 2020-2024

Table 12 - LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 13 - Penetration of Private Label by Category: % Value 2019-2024

Table 14 - Distribution of Consumer Health by Format: % Value 2019-2024

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2024

Table 16 - Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

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/sports-nutrition-in-kenya/report.