



Deodorants in Kenya

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Kenyan Consumers Boost Sales with Rising Hygiene Awareness and Cautious Spending
Deodorant Roll-Ons Leads Growth as Consumers Demand All-Day Freshness and Affordability
Unilever'S Rexona and Beiersdorf'S Nivea Champion Longevity and Sustainability

Chart 1 - Nivea in Kenya: Driving Sustainability in Deodorants

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Prioritise Long-Lasting Protection, Which Will Drive Robust Growth
Deodorant Roll-Ons to Dominate, While Sprays Expected to See the Fastest Growth
Digital Engagement and Male Grooming to Shape Evolution

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Shares Amid Concentration Shift
Beiersdorf and Unilever Sustain Dominance through Trusted Brands and Aligned Innovation

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets Strengthens Dominance While Retail E-Commerce Gains Momentum

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Deodorants

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Deodorants

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Kenya - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Urban Consumers and Rising Incomes Drive Strong Growth in Beauty and Personal Care

Skin Care Leads Retail Value While Deodorants Accelerates Growth

Chart 18 - Lifestyle-Driven Products Important in Hair Care

Imperial Leather'S "Caring for Kenya" Campaign Drives Sustainability and Trust

Chart 19 - Imperial Leather Illustrates Sustainability through "Caring for Kenya" Initiative

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Consumers and Digital Engagement Set to Fuel Growth to 2030

Skin Care to Continue to Lead in Value, with Mass Skin Care Growing through Digital Innovation

Eco-Conscious Innovation, Affordability, and Digital Retail to Shape Consumer Engagement

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and L'Oréal Sustain Lead through Brand Strength and Accessibility

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Supermarkets Consolidates Its Lead While Retail E-Commerce Remains Important

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Beauty and Personal Care

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Beauty and Personal Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/deodorants-in-kenya/report.