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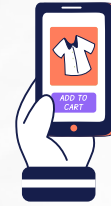


Millennials remain the greatest shoppers and users of personal care brand categories in the household with a gender ratio of 7:3 (W:M)



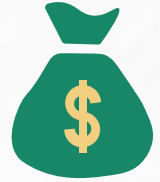
84.4%

Brick and Mortar outlets (Supermarkets, CBD Beauty shops and CBD stalls) remain the largest avenues for purchasing personal care products)



7.2%

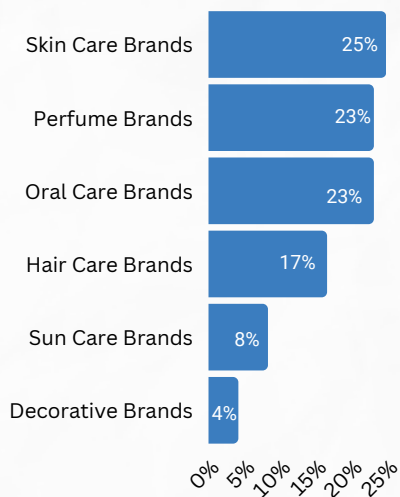
Social media sites are proving to be a reliable avenue for personal care product purchase



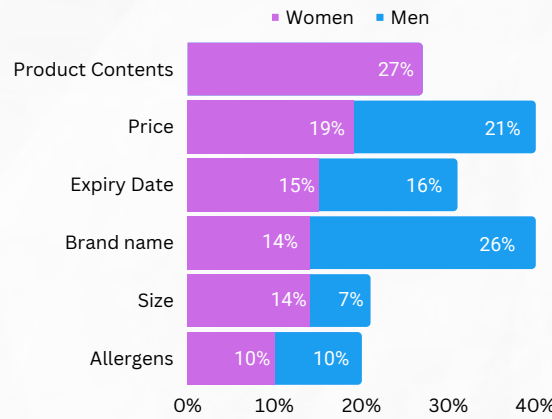
8.1%

Average individual income per month is KES 35,321/- with an average spend of KES 2,865 pm on personal care products

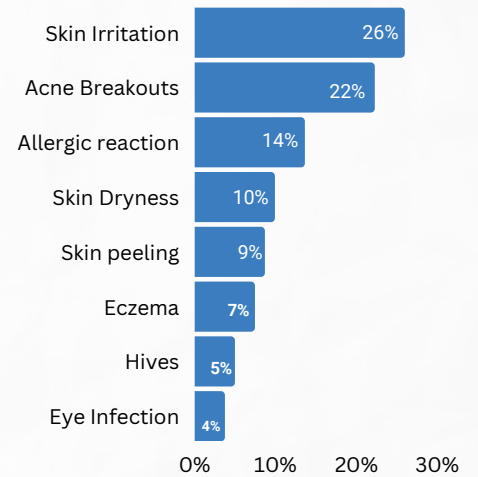
MOST USED PERSONAL CARE CATEGORIES



INFORMATION CHECKED FOR ON PRODUCT LABELS



MOST COMMON IRRITATIONS



TOP 5 MOST USED SKIN CARE BRANDS



TOP 5 MOST USED SUN CARE BRANDS



TOP 5 MOST USED PERFUME BRANDS



TOP 5 MOST USED DECORATIVE BRANDS



TOP 5 MOST USED ORAL CARE BRANDS



TOP 5 MOST USED HAIR CARE BRANDS



**These images may be read as follows:
Left to right then top to bottom where applicable