



Euromonitor
International

Air Care in Kenya

April 2026

Table of Contents

[Air Care in Kenya - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Demand for Natural Air Care Solutions and Mood-Boosting Ingredients Rises

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Demand for Natural Air Care Solutions and Mood-Boosting Ingredients Rises

Chart 2 - Air Wick Offers Sprays With Mood-Boosting Ingredients

Car Air Fresheners Dominate Market Share, Driven by Sustainability Trends

Astonish Drives Premiumisation with Natural Fragrances

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Increasing Urbanisation and Spending Power Anticipated to Drive Air Care Growth

Car Air Fresheners Expected to Remain Dominant but Face Competition From Gel Air Fresheners

Natural Alternatives and Modern Formats to Shape Future

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Tropikal Brands (Afrika) Ltd and Sc Johnson & Sons Kenya Ltd Maintain Lead with Strong Brand Presence

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets Drive Air Care Sales with Extensive Network

Retail E-Commerce Gains Share with Convenience and Variety

Chart 10 - Analyst Insight for Air Care

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Air Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Air Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Kenya - Industry Overview](#)

EXECUTIVE SUMMARY

Sustainable Innovation in Laundry Care Drives Home Care Sales

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Sustainable Innovation in Laundry Care Drives Home Care Sales

Chart 20 - Unilever Launches Omo Sustainable Laundry Capsules

Demand for Multifunctionality Increases, Specifically in Bleach

Chart 21 - Carrefour Launches Antibacterial Aqua Fresh Disinfectant

Private Label Gains Traction, Driven by Affordability

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Increasing Urbanisation and a Focus on Health and Hygiene Expected to Fuel Future Growth in Home Care

Innovation Anticipated to Drive Growth across Categories

Sustainability Trends Anticipated to Remain Significant over the Forecast Period

Chart 25 - Analyst Insight for Home Care

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever East & Southern Africa (Pty) Ltd and Hasbah Kenya Ltd Maintain Lead through Strong Brand Portfolios

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Supermarkets Leads Sales with Extensive Network and Promotions

Retail E-Commerce Gains Traction with Convenience and Variety

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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/air-care-in-kenya/report.