



**Euromonitor
International**

Households: Kenya

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Table of Contents

HEADLINES

PROSPECTS

Extended families remain prevalent, while single person households are set for rapid growth

Urbanisation challenges persist despite infrastructure improvements

Household income to grow, supported by tourism recovery and strong agricultural output

Digital connectivity to improve, but rural areas still lag behind

Housing market sees modest growth but faces affordability challenges

HOUSEHOLD PROFILE

Chart 1 - Household Profile: 2024-2029

Chart 2 - Households by Number of Persons: 2029

Chart 3 - % of Households by Number of Children: 2029

Chart 4 - Households by Type of Household: 2029

Chart 5 - Consumer Expenditure by Household Type in Kenya: 2019/2024/2029

Chart 6 - Household Head's Sex and Employment in Kenya: 2029

Chart 7 - Households by Economic Status of Head of Household in Kenya: 2029

Chart 8 - Households by Age of Head: 2029

Chart 9 - Household Penetration by Facilities: 2029

Chart 10 - Household Possession of Kitchen Durables in 2029: % of Households

Chart 11 - Household Possession of Other Durables in 2029: % of Households

Chart 12 - Household Digital Penetration in Kenya Compared to Global Average: 2029

Chart 13 - Possession of Entertainment Electronics in 2029: % of Households

Chart 14 - Possession of Other Electronics in 2029: % of Households

Chart 15 - Key Metrics of Households Property Market: 2019-2029

Chart 16 - Housing Stock by Construction Year

Chart 17 - Households by Number of Rooms: 2029

Chart 18 - Households by Size of Dwelling in Kenya: 2029

Chart 19 - Housing Completions and House Price Index in Kenya: 2019-2025

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