



Euromonitor  
International

# Menstrual Care in Kenya

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Menstrual Care Summary

## KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Menstrual Care

## INDUSTRY PERFORMANCE

Surging Demand Fuelled by Broader Access Points

Chart 2 - African Cotton Industries Ltd: Making Menstrual Care Products Accessible

Jumia Kenya Boosts Digital Access and Expands Consumer Reach

Chart 3 - Jumia Kenya: a Digital Showcase for Menstrual Care

Hasbah Kenya Expands Inclusion with Tailored Product Innovation

Chart 4 - Value Sales of Menstrual Care 2020-2030

Chart 5 - Volume Sales of Menstrual Care 2020-2030

Chart 6 - Value Sales of Menstrual Care by Category 2025

## WHAT'S NEXT?

Government and Ngo Programmes Expand Rural Access and Stimulate Demand

Towels to Remain Dominant Format through 2030

Chart 7 - Analyst Insight for Menstrual Care

E-Commerce and Inclusive Campaigns Set To Reshape Brand Strategies and Consumer Engagement

Chart 8 - Forecast Value Sales of Menstrual Care 2020-2030

Chart 9 - Forecast Value Sales of Menstrual Care by Category 2025-2030

## COMPETITIVE LANDSCAPE

Hasbah Kenya Maintains Lead Despite Eroding Market Share

Procter & Gamble Partnership Secures Hasbah's Leading Position

Chart 10 - Brand Shares of Menstrual Care 2025

## CHANNELS

Small Local Grocers Lead Menstrual Care as E-Commerce Offers Convenience

Chart 11 - Retail Channels for Menstrual Care 2020-2025

## ECONOMIC CONTEXT

Chart 12 - Economic Context for Menstrual Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 15 - Consumer Context for Menstrual Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Kenya - Industry Overview

## EXECUTIVE SUMMARY

2025 Development

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Softcare Expands Access through Affordable Pricing and Wide Distribution

Chart 20 - Sunda's Softcare: Accessibility and Inclusive Growth

Tena Drives User-Centric Innovation for Convenient Adult Care

Chart 21 - Tena Best Illustrates the Convenience Trend in the Kenyan Retail Adult Incontinence Market

Digital Platforms Are Fuelling Accessibility and Convenience

Chart 22 - Jumia\_Kenya.Png

Chart 23 - Value Sales of Tissue and Hygiene 2020-2030

Chart 24 - Value Sales of Tissue and Hygiene by Category 2025

## WHAT'S NEXT?

E-Commerce and Digital Strategies Set to Unlock New Demand through Urban and Rural Access

Affordability and Sustainability Expected to Shape Future Product Preferences

Chart 25 - Analyst Insight for Tissue and Hygiene

Chart 26 - Forecast Value Sales of Tissue and Hygiene 2020-2030

Chart 27 - Forecast Value Sales of Tissue and Hygiene by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Players Strengthen Position through Innovation and Wide Access

Chart 28 - Company Shares of Tissue and Hygiene 2025

Chart 29 - Brand Shares of Tissue and Hygiene 2025

## CHANNELS

Supermarkets Expand Reach by Leveraging Bulk Buying and Promotions

Digital Channels Show Steady but Moderate Expansion

Chart 30 - Retail Channels for Tissue and Hygiene 2020-2025

## ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene

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/menstrual-care-in-kenya/report](http://www.euromonitor.com/menstrual-care-in-kenya/report).