



Euromonitor  
International

# Retail Adult Incontinence in Kenya

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Retail Adult Incontinence Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Adult Incontinence

### INDUSTRY PERFORMANCE

Velvex Expands Affordable Access, Driving Demand among Low-Income Households

Chart 2 - Velvex Stands Out for Its Economical Positioning

Tena Leverages Product Innovation and Convenience to Win Active Users

Chart 3 - Tena Best Illustrates the Convenience Trend in the Kenyan Retail Adult Incontinence Market

Macrocare and Digital Platforms Reshape Purchasing through Home Delivery

Chart 4 - Macrocare.Jpg

Chart 5 - Value Sales of Retail Adult Incontinence 2020-2030

Chart 6 - Volume Sales of Retail Adult Incontinence 2020-2030

Chart 7 - Value Sales of Retail Adult Incontinence by Category 2025

### WHAT'S NEXT?

Supermarkets and E-Commerce Set to Widen Reach as Older Shoppers Drive Expansion

Price Sensitivity Will Continue to Shape Brand Strategies through 2030

Chart 8 - Analyst Insight for Retail Adult Incontinence

Chart 9 - Forecast Value Sales of Retail Adult Incontinence 2020-2030

Chart 10 - Forecast Value Sales of Retail Adult Incontinence by Category 2025-2030

### COMPETITIVE LANDSCAPE

Orange Pharma Sustains Dominance as Rivals Narrow the Gap

Chart 11 - Company Shares of Retail Adult Incontinence 2025

Chart 12 - Brand Shares of Retail Adult Incontinence 2025

### CHANNELS

Supermarkets Capture Shoppers with Reach and Promotions

E-Commerce Share Declines as Privacy-Conscious Shoppers Shift Away

Chart 13 - Retail Channels for Retail Adult Incontinence 2020-2025

### ECONOMIC CONTEXT

Chart 14 - Economic Context for Retail Adult Incontinence

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 17 - Consumer Context for Retail Adult Incontinence

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - 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 21 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Softcare Expands Access through Affordable Pricing and Wide Distribution

Chart 22 - Sunda's Softcare: Accessibility and Inclusive Growth

Tena Drives User-Centric Innovation for Convenient Adult Care

Chart 23 - Tena Best Illustrates the Convenience Trend in the Kenyan Retail Adult Incontinence Market

Digital Platforms Are Fuelling Accessibility and Convenience

Chart 24 - Jumia\_Kenya.Png

Chart 25 - Value Sales of Tissue and Hygiene 2020-2030

Chart 26 - 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 27 - Analyst Insight for Tissue and Hygiene

Chart 28 - Forecast Value Sales of Tissue and Hygiene 2020-2030

Chart 29 - Forecast Value Sales of Tissue and Hygiene by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Players Strengthen Position through Innovation and Wide Access

Chart 30 - Company Shares of Tissue and Hygiene 2025

Chart 31 - 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 32 - Retail Channels for Tissue and Hygiene 2020-2025

## ECONOMIC CONTEXT

Chart 33 - Economic Context for Tissue and Hygiene

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 36 - Consumer Context for Tissue and Hygiene

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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/retail-adult-incontinence-in-kenya/report](http://www.euromonitor.com/retail-adult-incontinence-in-kenya/report).