Most Loved Brands By Women in Kenya

2022

TOP 100 MOST LOVED BRANDS BY WOMEN IN KENYA

BSDGROUP + Ipsos

The Methodology

Quantitative Sample Design

- Nationally representative sample of women in Kenya aged 18 years+
- Weighted to the national population of women

Regions	Setting			Age			
	Sample	Urban	Rural	18-24	25-34	35-44	45+
Coast	100	50	50	35	29	18	18
North Eastern	50	20	30	15	15	11	9
Eastern	130	30	100	45	35	25	25
Central	110	35	75	40	35	15	20
Rift Valley	250	70	180	90	70	44	46
Western	105	36	70	37	30	18	20
Nyanza	130	40	90	47	36	22	25
Nairobi	125	125	0	44	37	21	23
Total	1000	406	595	353	287	174	186

The Scope

Who is She?

DEMOGRAPHICS

- Age
- Gender
- SEC
- Region
- Setting – Urban / Rural
- Occupation
- Source of income
- Claimed average income
- Education
- Mother status
- Household size and make up
- Marital status etc.

PSYCHOGRAPHICS

- Dreams & aspirations
- Achievements
- Worries & fears
- Broad issues affecting women
- Day-to-day challenges
- Perceived level of empowerment - what makes them feel respected, empowered and fulfilled
- What drives her?
- Impact of CV-19 and overall sentiment about the future

BEHAVIOURAL PROFILE

- Media habits and preferences
- Mobile phone ownership – smartphone (& model) vs. other phones
- Category usage and level of influence of decision-making
- Share of wallet – average monthly spend per category
- Brand preference and perceptions
- Aspirational brands
- Most loved brand and why?

Her Dreams

 Finances ⬆ vs. wave 1

 Family ⬆ vs. wave 1

 Career ⬇ vs. wave 1

 Education ⬆ vs. wave 1

 Personal ⬆ vs. wave 1

# Which issues does she feel elected officials need to deal with?

Her Biggest Fears / Worries:
Over the last 1 year, women in Kenya became less worried about getting very sick, not being able to put food on the table and not achieving their goals in life – in line with the eased restrictions of the COVID-19 pandemic...

Biggest Fears / Worries: Wave 2 vs. Wave 1

| Getting very sick | Losing my family | Not being able to put food on the table | Not achieving my goals in life | Losing my friends |
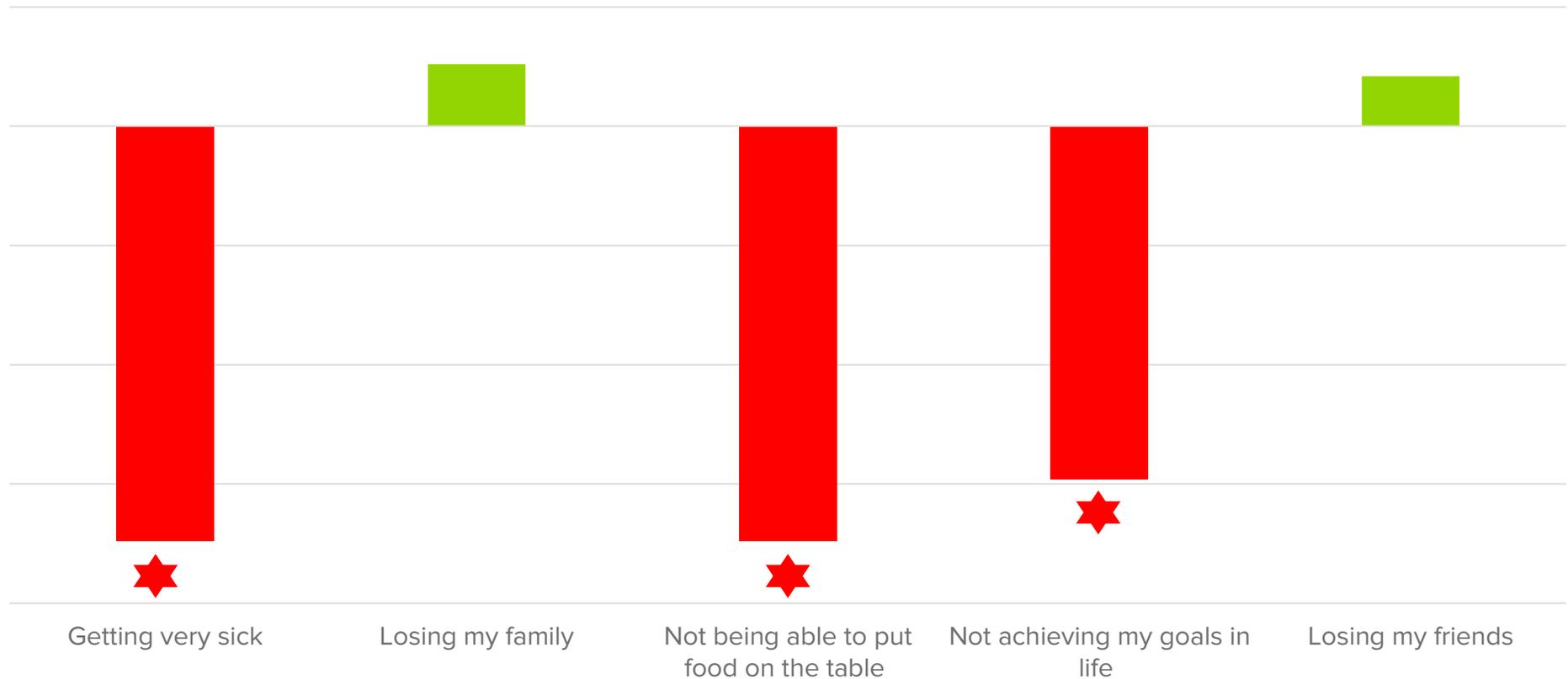
...That said, getting very sick is the second biggest fear for women in Kenya, behind losing their family.

Biggest Fears / Worries – Wave 2

Domestic abuse and sexual abuse/violence are still a major issue and are more called out by women in Kenya, versus the previous wave.
Barriers to ease of doing work are less expressed in this wave, in line with economic recovery

Issues affecting women in Kenya: Wave 2 vs. Wave 1
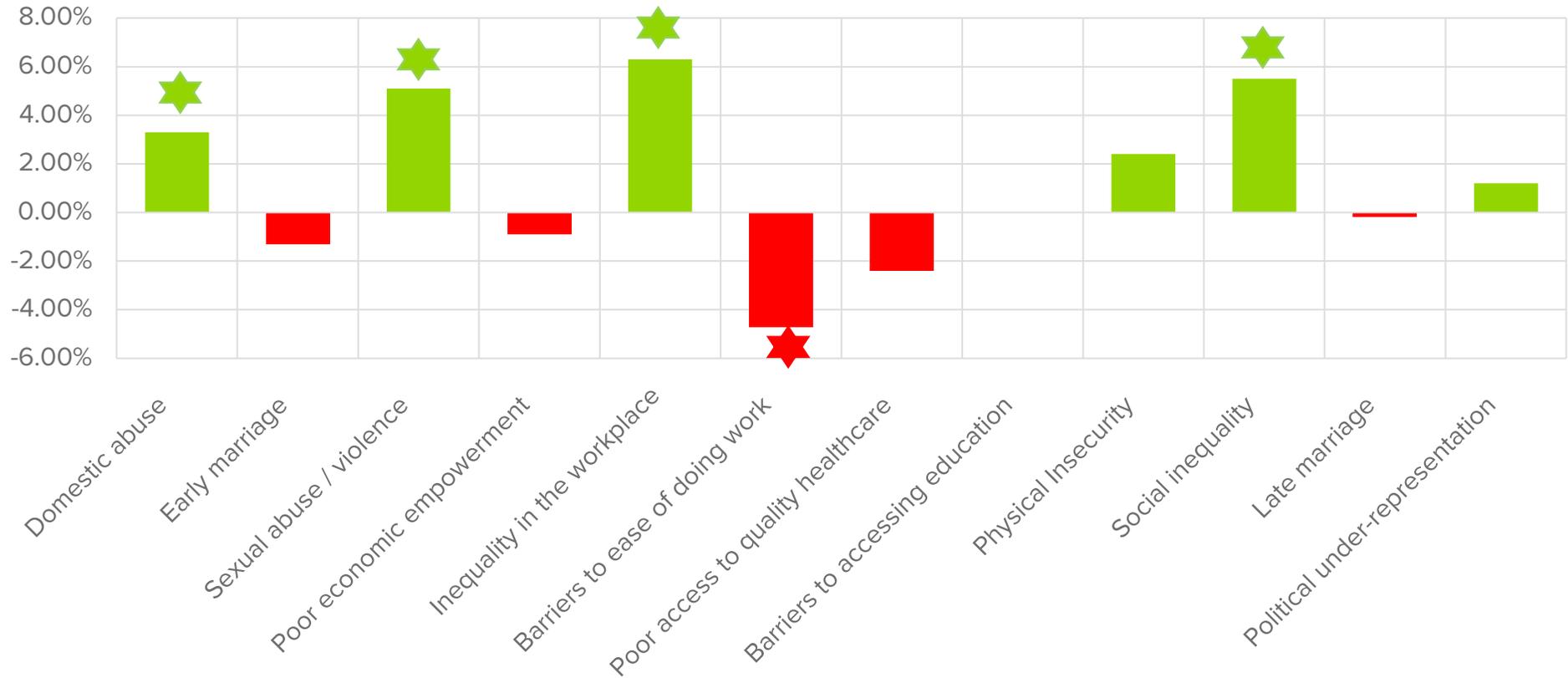
In their day-to-day lives, physical insecurity and social inequality; and poor economic empowerment are their biggest day-to-day issues and are more pronounced compared to wave 1.

Issues affecting women in Kenya in day-to-day life: Wave 2 vs. Wave 1
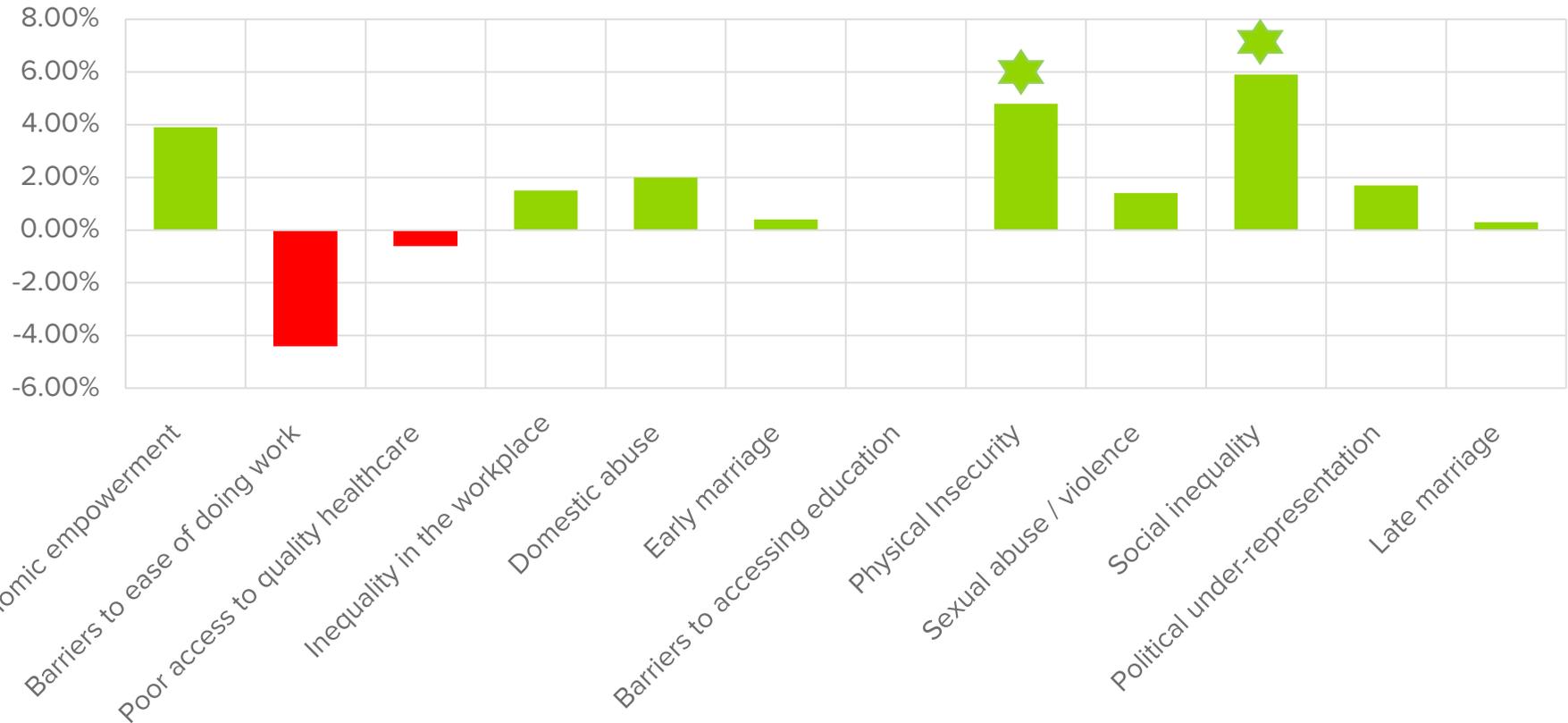
Women in Kenya are now interacting with more products and services as we ease out of the pandemic
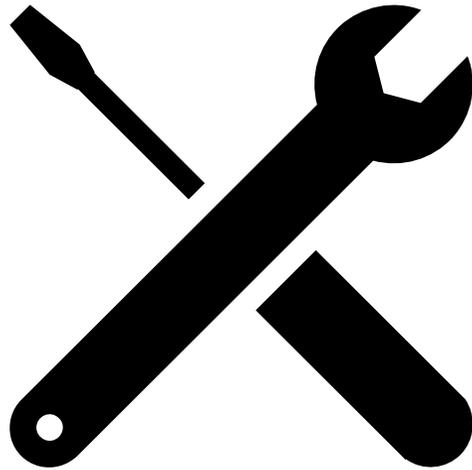
➢ **Increased** number of women as **banking consumers**

➢ **Increased** number of women as **insurance consumers**

➢ **Decreased** number of women **procuring / transacting** with **other financial products**, e.g. Mpesa

➢ **Increased** number of women **using and influencing** the choice of **vehicles** to use

➢ **Increased usage of fuel products**

➢ **Increased usage** of products in the **agricultural sector**

➢ **Increased usage** of **Media Subscriptions**

Women in Kenya are now interacting with more products and services as we ease out of the pandemic

➤ **Increased** alcoholic beverage consumption; **slight increases** in as a

  purchasers or influencer of alcoholic beverages

➤ Women are **spending more** on and **using cosmetic and beauty products**

➤ **Slight decrease** in **purchase of home cleaning products**

➤ **45%** of women in Kenya claim to **interact with the e-commerce category**

  ➤ **44%** of women **own a smartphone** for their personal use

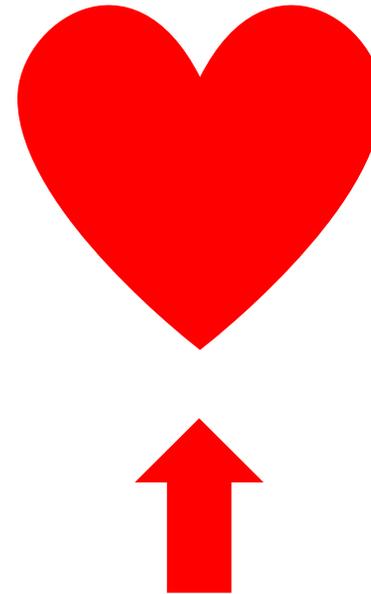➤ **52%** of women in Kenya claim **to interact with the solar products category**

Where do brands get it wrong?

How can brands elevate in connecting with women?

~90%

FUNCTIONAL

EMOTIONAL

Who were the biggest movers?

Top 20

I. QUICKMART FRESH & EASY

II. GOtv

III. Nice & Lovely

IV. Geisha

V. AMARA NATURAL GLOW

VI. airtel

VII. ARIMI'S MILKING JELLY Mafuta ya kukamua ng'ombe For external use only

VIII. Coca-Cola

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Who are the Top 100 Most Loved Brands BY Women in Kenya?

TOP 100

MOST LOVED
BRANDS BY
WOMEN
IN KENYA

www.Top100Brands.Africa