KENYA ANIMAL VETERINARY OTC MARKET OVERVIEW 2021
AgriTrack™ Veterinary OTC Kenya: 2021 Overview

$204M*
OTC Animal Health size

Marketing Companies
245

No. of Brands
1,755

No. of SKU’s
4,546

Therapeutic Classification 1 Value Share
16.6% 43.8% 36.3%

Therapeutic Classification 2 Value Share
17.0% 22.8% 28.2% 32.0%

Route of Administration

- Oral: 56.7%
- Others: 25.9%
- Injectable: 15.1%
- Topical: 2.3%

Market by Animal Type

- Livestock Animals: 99.2%
- Companion Animals: 0.8%

Vaccines Sales by Type

- Live Attenuated Vaccines: 78.24%
- Inactivated Vaccines: 16.34%
- Others: 5.42%
AgriTrack™ Veterinary Reports

**AgriTrack**

**What is it?**
- Identifies what products are selling, when, where, and at what price from retailers
- Focus is on retail outlets with retail sales

**How it works**
- Sales data is either mostly manually collected or extracted from inventory management systems of selected retailers
- Data is cleaned, aggregated and weighted to indicate market trends and insights.

**Benefits**
- How market shares evolve, overall and by segment
- Track prices changes
- Identify products that are bought ahead and which during the season, and
- Spot growth opportunities from investments in distribution.

**Coverage**

- 42 out of 47 Counties covered
- Representative sample from Small, Medium and Large Agrodealers (=retailers)
- Excludes wholesale sales

**Kenya Panel**

- Panel of 786 agrodealers participating
- Monthly data collection
- Data collected at the SKU-level
- Continuous information since July 2020

**Kenya 2020 Agrodealer Census Highlights**
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