



KENYA ANIMAL VETERINARY OTC MARKET OVERVIEW 2021

AgriTrack™ Veterinary OTC Kenya: 2021 Overview

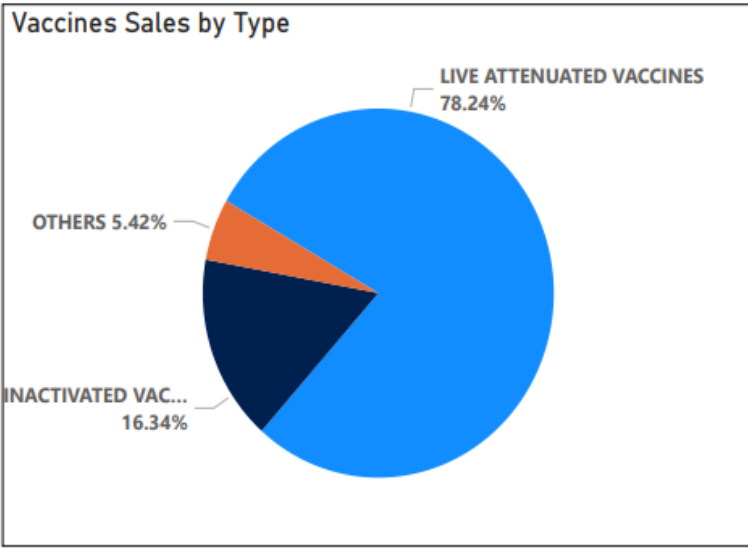
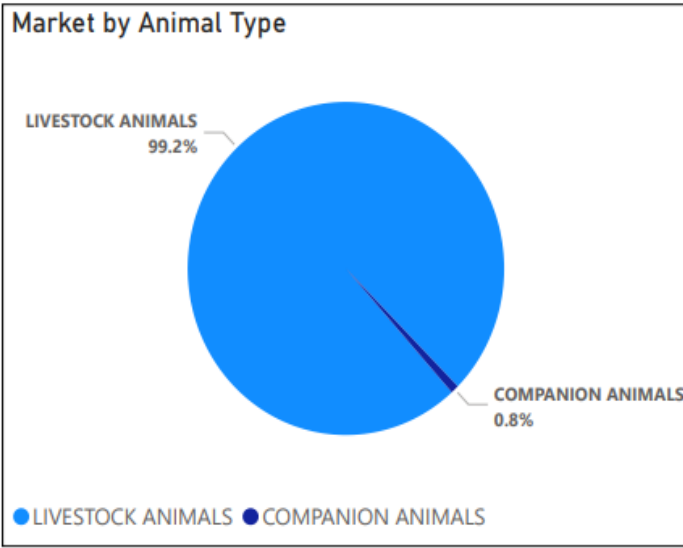
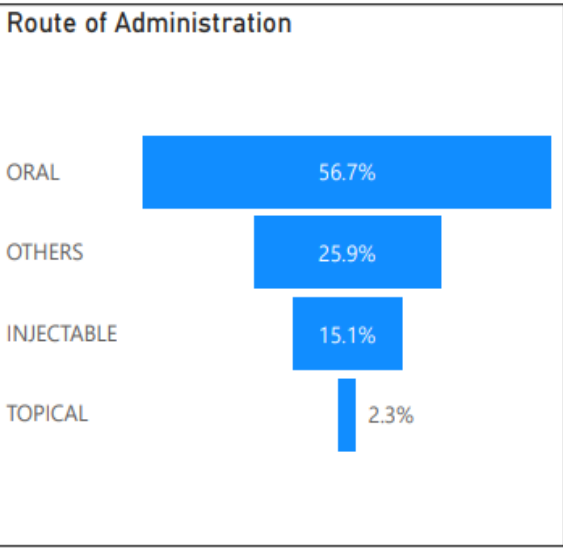
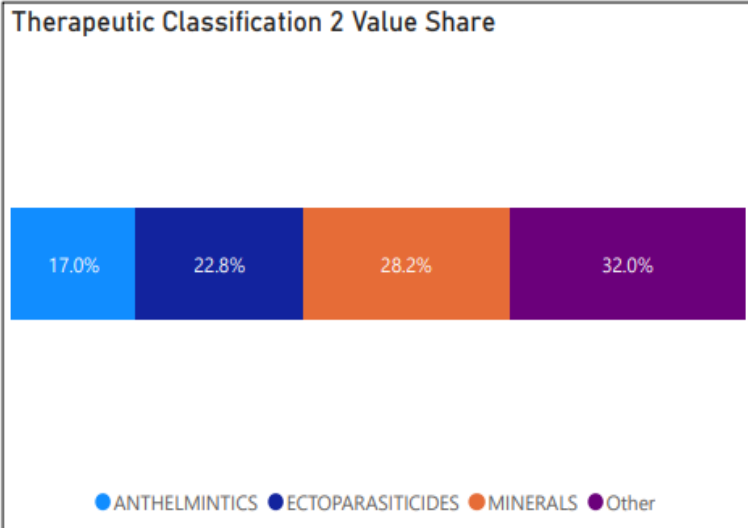
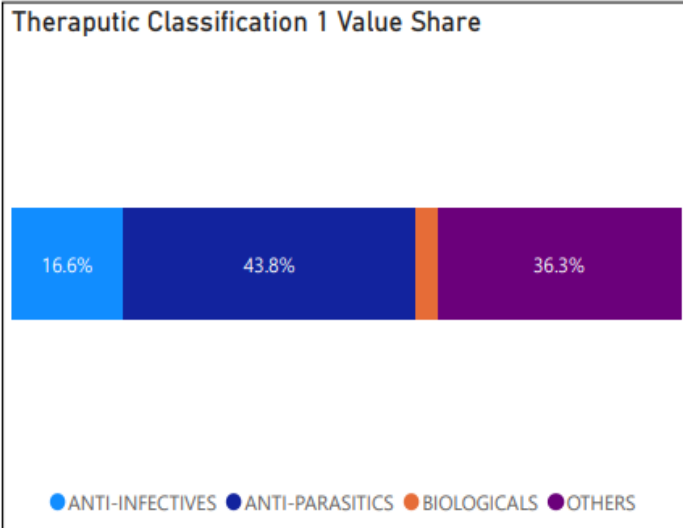
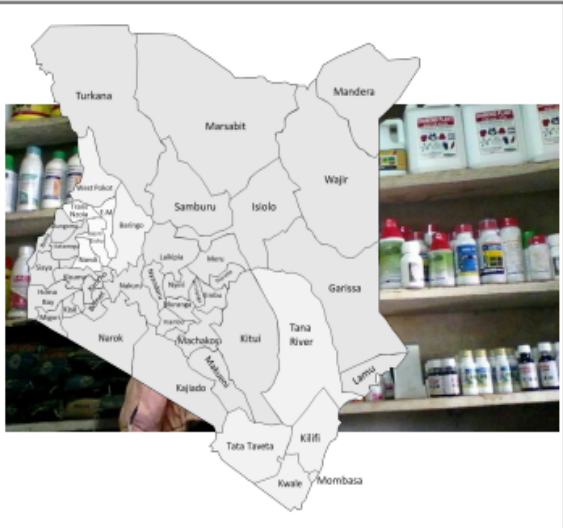


\$ 204M*
OTC Animal Health
size

Marketing
Companies
245

No. of Brands
1,755

No. of SKU's
4,546



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

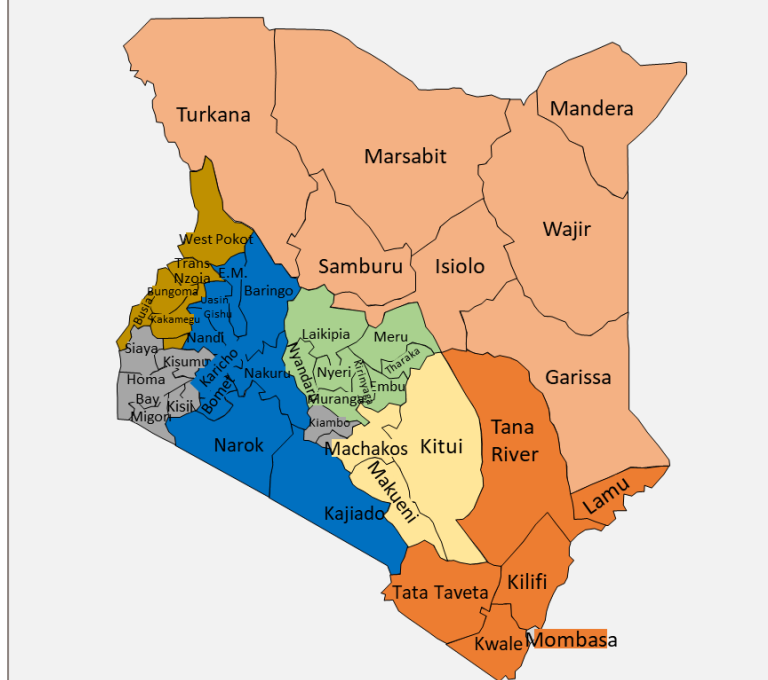
How it works

- 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

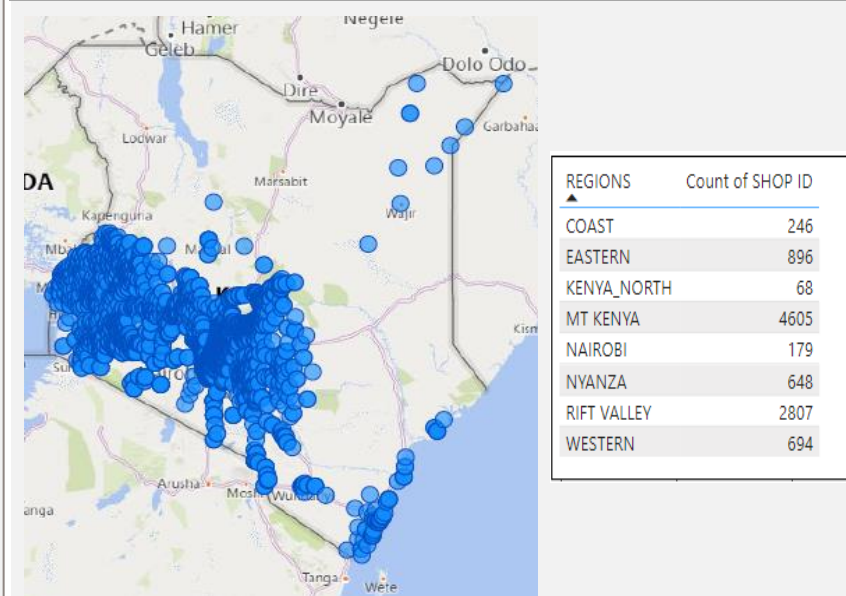


- 42 out of 47 Counties covered
- Reporting Regions i) Coast ii) Eastern iii) Mt Kenya iv) Nairobi v) Nyanza vi) Rift Valley vii) Western
- Representative sample from Small, Medium and Large Agrodealers (=retailers)
- Excludes wholesale sales

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



AGRITRACK™ VETERINARY METRICS: VALUE & WEIGHT	
PRODUCT NAME	✓
PRODUCT SKU	✓
MARKETING COMPANY	✓
ACTIVE INGREDIENT	✓
ADMINISTRATION ROUTE	✓
THERAPEUTIC CLASSIFICATION TC1	✓
THERAPEUTIC CLASSIFICATION TC2	✓
ANATOMICAL THERAPEUTIC CLASSIFICATION ATC2	✓
ANATOMICAL THERAPEUTIC CLASSIFICATION ATC3	✓
ANATOMICAL THERAPEUTIC CLASSIFICATION ATC4	✓
PHARMACOLOGICAL GROUP	✓
A.I. STRENGTH	✓
SPECIES SPECIFICITY	✓
INDICATIONS	✓
KENYA REGION	✓

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Kenya

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