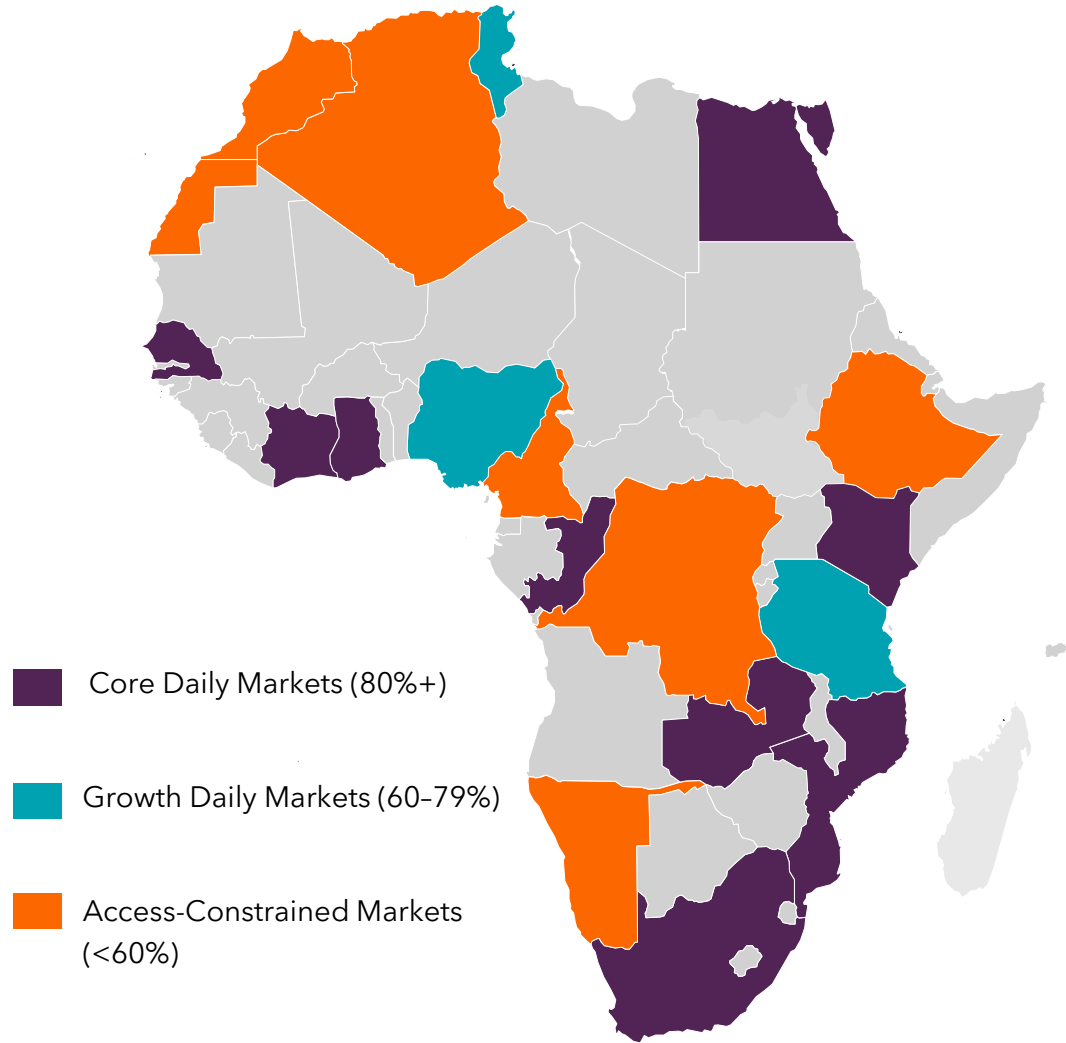


# Gen Z across Africa is showing up fresh, every single day.



**SOURCE** | The Kasi Insight Body Care and Beauty survey in Africa Tracker conducted over 3 years (2021, 2022, 2024) among 17,522 urban dwellers



Africa is not a low-consumption hygiene market—it's a high-frequency market with uneven access

