

Wipes in Tunisia

Market Direction | 2023-03-17 | 20 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

With wipes becoming more popular during the Coronavirus (COVID-19) pandemic, there was the appearance of counterfeit products at affordable prices. These could be purchased through small local grocers in the country. A significant portion of these products were imported illegally from Algeria, and perceived to be of inferior quality or defective and, therefore, potentially dangerous to health. After their first appearance in Tunisia in 2021, smuggled and counterfeit baby wipes continued to be av...

Euromonitor International's Wipes in Tunisia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Home Care Wipes and Floor Cleaning Systems, Personal Wipes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Wipes market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Wipes in Tunisia
Euromonitor International
March 2023

List Of Contents And Tables

WIPES IN TUNISIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Smuggled products remain available in 2022

Baby wipes and general purpose wipes benefit from modernisation and urbanisation

Lilas enjoys price advantage and a strong reputation to stay ahead of the field

PROSPECTS AND OPPORTUNITIES

Social change to support wipes sales over the forecast period

Growing presence in modern grocery retailers to foster sales growth

Baby wipes to continue to benefit from hygiene and baby care trends

CATEGORY DATA

Table 1 Retail Sales of Wipes by Category: Value 2017-2022

Table 2 Retail Sales of Wipes by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Retail Wipes: % Value 2018-2022

Table 4 LBN Brand Shares of Retail Wipes: % Value 2019-2022

Table 5 Forecast Retail Sales of Wipes by Category: Value 2022-2027

Table 6 Forecast Retail Sales of Wipes by Category: % Value Growth 2022-2027

TISSUE AND HYGIENE IN TUNISIA

EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 7 Birth Rates 2017-2022

Table 8 Infant Population 2017-2022

Table 9 Female Population by Age 2017-2022

Table 10 Total Population by Age 2017-2022

Table 11 Households 2017-2022

Table 12 Forecast Infant Population 2022-2027

Table 13 Forecast Female Population by Age 2022-2027

Table 14 Forecast Total Population by Age 2022-2027

Table 15 Forecast Households 2022-2027

MARKET DATA

Table 16 □Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 17 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 18 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022

Table 19 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022

Table 20 □Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022

Table 22 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027

Table 23 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Wipes in Tunisia

Market Direction | 2023-03-17 | 20 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com