

Wipes in Tunisia

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

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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.

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Euromonitor International
March 2023

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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

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