

Bath and Shower in Tunisia

Market Direction | 2023-05-12 | 19 pages | Euromonitor

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Report description:

In 2022, hand sanitisers recorded a significant decline, with sales returning to near pre-pandemic levels. For almost two years, this product was in high demand by Tunisians and widely available, including in modern and traditional grocery retailers. Since vaccines were rolled out and the virus has receded to a high degree, society has returned to normal. As such, the product is now only used by only a small percentage of adults.

Euromonitor International's Bath and Shower 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. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- * Get a detailed picture of the Bath and Shower 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.

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BATH AND SHOWER IN TUNISIA

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2022 DEVELOPMENTS

Hand sanitisers no longer in demand due to alleviation of COVID-19 and the resumption of society

Category ripe for new product development proves attractive to local players

Tunisian company SATEM endeavours to compete with the leading players through new launches and intense advertising activity on social media

PROSPECTS AND OPPORTUNITIES

An important presence of international brands over the forecast period

Bar soap remains a strong and resilient category, despite developments in liquid soap and its rise to prominence during the height of the pandemic

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SOURCES

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Summary 1 Research Sources

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