

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.

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Scotts International. EU Vat number: PL 6772247784

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

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Table of Contents:

Bath and Shower in Tunisia
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List Of Contents And Tables

BATH AND SHOWER IN TUNISIA

KEY DATA FINDINGS

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

Important development of private label products over the forecast period

CATEGORY DATA

Table 1 Sales of Bath and Shower by Category: Value 2017-2022

Table 2 Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 3 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 5 LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 6 Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 7 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

Table 8 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

BEAUTY AND PERSONAL CARE IN TUNISIA

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 9 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 14 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 17 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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