

Deodorants in Tunisia

Market Direction | 2023-05-12 | 18 pages | Euromonitor

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Report description:

Sales of deodorants in Tunisia are generally supported by lower-income consumers who use these products not only as deodorants or antiperspirants but also as a substitute for fragrances. This is especially the case for deodorant sprays, which are often selected as less expensive alternatives to purchasing a fragrance.

Euromonitor International's Deodorants 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant 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 Deodorants 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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2022 is characterised by historical unit price growth and a slowdown in demand for deodorants

Domestic player SATEM experiences strong growth and development

Henkel-Alki Tunisie retains top spot in deodorants thanks to its Souplesse brand

PROSPECTS AND OPPORTUNITIES

The category develops further over the forecast period with the entry of a number of new brands

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