

## Depilatories in Tunisia

Market Direction | 2023-05-12 | 17 pages | Euromonitor

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### Report description:

Despite growing competition in the category and an important number of products available in the Tunisian market, local manufacturer Laboratoire Nihel maintained its position as the leading player in depilatories in value terms in 2022.

Euromonitor International's Depilatories 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: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

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

### Why buy this report?

- \* Get a detailed picture of the Depilatories 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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#### 2022 DEVELOPMENTS

Nihel retains its outright lead despite intensifying competition

Women's pre-shave begins to appear on the Tunisian market

Despite the popularity of traditional forms of depilation in the country, women's razors and blades sees the entry of a new brand creating competition for Gillette and Bic

#### PROSPECTS AND OPPORTUNITIES

Laser hair removal negatively impacts category sales over the forecast period

Sugaring remains a popular choice with leading player Nihel present in sugaring products

While the category remains dominated by mass products, new premium depilatories products make an entry

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