

Fragrances in Tunisia

Market Direction | 2023-05-12 | 20 pages | Euromonitor

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Report description:

During the height of the COVID-19 pandemic in 2020 and 2021, sales of fragrances recorded steep declines in volume and stagnation in value terms. Government restrictions limited all social interactions and enforced considerable time at home. Given that fragrances tend to be worn to work or when engaging in social events, such as attending family celebrations or when dining out, the lifting of restrictions in 2022 enabled the category to bounce back and record strong volume sales.

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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FRAGRANCES IN TUNISIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Recovery year for fragrances in 2022 due to the full lifting of COVID-19 restrictions

Premium women's fragrances records the highest growth

Local players are absent from premium fragrances leaving the category in the hands of renowned international brands

PROSPECTS AND OPPORTUNITIES

Stagnation in volume growth of fragrances over the forecast period due to the economic crisis and high inflation with little change in the competitive environment

The forecast period sees intensifying competition in the health and beauty specialists channel

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