

## **Hair Care in Tunisia**

Market Direction | 2023-05-12 | 21 pages | Euromonitor

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### **Report description:**

Due to the economic crisis, the parallel market and smuggled products are increasing in Tunisia. One of the categories that is most affected by the presence of illicit trade is salon professional hair care. In 2022, the number of products illegally imported from Libya and Algeria experienced a marked increase. Legitimate international brands went out of stock but were available in the parallel market. Several hair salons began buying smuggled products for their cheaper prices compared to regular...

Euromonitor International's Hair Care 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- \* Get a detailed picture of the Hair Care 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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May 2023

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Mass brands dominate hair care in Tunisia with premium products focusing on niche categories such as perms and relaxants

Conditioners and treatments performs well in 2022 due to growing consumer demand

##### PROSPECTS AND OPPORTUNITIES

Hair care remains an important category in the beauty and personal care market in the country with the competitive environment becoming increasingly intense

Modern grocery retailers support the distribution of hair care products over the forecast period

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