

Hair Care in Tunisia

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Hair Care in Tunisia
Euromonitor International
May 2023

List Of Contents And Tables

HAIR CARE IN TUNISIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

The parallel trade characterises salon professional hair care

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

Natural and herbal hair care products remain trendy over the forecast period

CATEGORY DATA

Table 1 Sales of Hair Care by Category: Value 2017-2022

Table 2 Sales of Hair Care by Category: % Value Growth 2017-2022

Table 3 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Hair Care: % Value 2018-2022

Table 5 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 6 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 7 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 8 LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 9 Forecast Sales of Hair Care by Category: Value 2022-2027

Table 10 Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 11 Forecast Sales of Hair Care 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 12 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 17 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 18 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 19 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 20 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Hair Care in Tunisia

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-09
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com