

Mass Beauty and Personal Care in Tunisia

Market Direction | 2023-05-12 | 19 pages | Euromonitor

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Report description:

Countless new products were developed by local industry players in Tunisia in 2022. The Tunisian beauty and personal care industry is endeavouring to compete with international players by launching new brands at affordable prices compared to imported ones. In 2022, several new ranges in the skin care, sun care, and men's grooming products made an entry. Much of the development of the local industry was stimulated by diminishing purchasing power among several demographics who had previously veere...

Euromonitor International's Mass Beauty and Personal 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin Care.

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

Why buy this report?

- * Get a detailed picture of the Mass Beauty and Personal 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.

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New products developed by the local industry compete well on price compared to their international counterparts

Imports from new countries further expand the mass beauty and personal care category

Middle-income consumers trade down from premium to mass

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Inflation impacts demand in the early years of the forecast period

Distribution remains important in developing mass beauty and personal care products with discounters becoming a more important channel

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