

Men's Grooming in Tunisia

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

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Report description:

After two unprecedented years characterised by the height of the COVID-19 pandemic, 2022 proved to be a year of recovery for men's grooming in Tunisia. Moreover, despite the economic crisis, men's grooming in Tunisia remained attractive to many investors, which enabled the category to grow. New product launches attracted consumers and drove sales in the category. International leaders, such as L'Oreal, Gillette and Nivea, are present with a wide range of products which are mainly available in mo...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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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Table of Contents:

Men's Grooming in Tunisia
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List Of Contents And Tables

MEN'S GROOMING IN TUNISIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

2022 is a year of recovery for men's grooming after two unprecedented years of pandemic

Continuous growth of products dedicated to men thanks to initial new product launches by leading multinationals

New South Korean player Dorco enters the Tunisian men's grooming category in 2022

PROSPECTS AND OPPORTUNITIES

Slowing volume sales growth for men's grooming over the forecast period

Male preferences towards beards represent an important threat to the development of men's grooming over the forecast period

Mass men's bath and shower records the highest volume growth over the forecast period

CATEGORY DATA

Table 1 Sales of Men's Grooming by Category: Value 2017-2022

Table 2 Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 3 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 4 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 5 NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 6 LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 7 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 8 Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 9 Forecast Sales of Men's Grooming by Category: % Value Growth 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 10 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 18 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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