

Oral Care in Tunisia

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

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Report description:

Oral care products were only affected by home seclusion and consumer lockdown during the first quarter of 2021. Many distributors turned to online shopping and home deliveries in order to make it easier for consumers to get supplies and access their products. Overall, the impact of COVID-19 on oral care was less significant than it was on other beauty and personal care categories in Tunisia as there is increasing awareness of the importance of good oral hygiene in the country. Much of this stems...

Euromonitor International's Oral 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: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

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

Why buy this report?

- * Get a detailed picture of the Oral 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Oral care sees limited damage from the pandemic, though volume sales slow in 2022 due to inflation and the economic crisis

Unilever maintains its lead in oral care, however Carrefour launches its first private label in Tunisia, with products imported from France

Domestic players remain absent from the category due to the high production costs involved in manufacturing oral care products

PROSPECTS AND OPPORTUNITIES

Oral care remains populated by mass brands with the few premium brands available sold via pharmacies and recommended by dentists

Diversified product range continues to drive sales of toothpaste and manual toothbrushes

The government regularly extends its oral hygiene programme to increase oral care awareness around the country but especially in rural areas

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