

## **Premium Beauty and Personal Care in Tunisia**

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

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### **Report description:**

Due to the economic crisis and the currency reserves that are in continuous decline, the Ministry of Trade opted to implement new rules on the importation of premium beauty and personal care products. Companies that want to import beauty and personal care products must import them from their country of production, while the product must also be on sale in its country of origin before arriving in Tunisia. The purpose of this new law is to decrease the level of imports into Tunisia and consequentl...

Euromonitor International's Premium 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium 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 Premium 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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## **Table of Contents:**

Premium Beauty and Personal Care in Tunisia  
Euromonitor International  
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List Of Contents And Tables

### **PREMIUM BEAUTY AND PERSONAL CARE IN TUNISIA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

New laws enacted in 2022 on imported premium products are designed to reduce the level of imports into Tunisia and consequently foreign currency reserves

Growth in parallel trading in premium beauty and personal care in 2022

Significant development of retail e-commerce for premium beauty and personal care products

#### **PROSPECTS AND OPPORTUNITIES**

Local production of premium beauty and personal care products on the rise over the forecast period

Demand for premium brands stagnates in volume terms over the forecast period

Fatales Tunisie remains the leading distributor of premium beauty and personal care products

#### **CATEGORY DATA**

Table 1 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 4 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 5 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027

Table 6 Forecast Sales of Premium Beauty and Personal Care 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 7 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 12 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 13 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 14 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 15 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

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