

Skin Care in Tunisia

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

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Report description:

Skin care is an increasingly interesting category for a growing number of Tunisian companies. This category offers potential for growth as consumers are more aware of the importance of taking proper care of their skin, for beauty and health reasons, particularly given the renewed interest in health and wellness during the pandemic. Consumers are also becoming more familiar with skin care products and are interested in new product developments. Local players Nihel and SATEM are trying to compete...

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- * Get a detailed picture of the Skin 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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International brands retain the lead thanks to consumer perception of their better quality and greater efficacy

Pharmacies becomes an important channel in the development of the skin care category in the country

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