

## **Menstrual Care in Tunisia**

Market Direction | 2024-03-18 | 18 pages | Euromonitor

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### **Report description:**

Menstrual care in Tunisia registered both moderate constant value and volume growth in 2023, despite continuing inflation and a challenging economy. Continuing population growth supported increased volume sales, as did frequent discounting from the major brands such as Lilas and Nana. However, Procter & Gamble's Always offered the most generous discounts, such as 50% off a second packet of panty liners. It also offered bundles of both panty liners and towels.

Euromonitor International's Menstrual 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 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Menstrual Care Including Intimate Wipes, Pantyliners, Tampons, Towels.

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

Why buy this report?

- \* Get a detailed picture of the Menstrual 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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