

Bath and Shower in Tunisia

Market Direction | 2024-06-06 | 20 pages | Euromonitor

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Report description:

In 2023, whilst bath and shower overall recorded steady growth in volume sales terms in Tunisia, bar soap witnessed a notable volume stagnation. Despite its historical popularity, bar soap experienced a decline in demand, particularly among upper-income consumers. This shift can be attributed to the increasing availability of liquid soap in both modern and traditional retailers. Domestic companies played a significant role in this transition by offering liquid soap at more affordable prices comp...

Euromonitor International's Bath and Shower 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- * Get a detailed picture of the Bath and Shower 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:

Bath and Shower in Tunisia
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List Of Contents And Tables

BATH AND SHOWER IN TUNISIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume stagnation in bar soap sales

Challenges faced by Unilever's bath and shower products

Continued progress of local players in body wash/shower gel

PROSPECTS AND OPPORTUNITIES

Anticipated growth in intimate washes

Growth potential in mass bath and shower

Persistence of the illegal market as a threat

CATEGORY DATA

Table 1 Sales of Bath and Shower by Category: Value 2018-2023

Table 2 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 3 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 5 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 6 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 7 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 8 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 9 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

BEAUTY AND PERSONAL CARE IN TUNISIA

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 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 2018-2023

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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