

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

Market Direction | 2024-06-06 | 100 pages | Euromonitor

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### **Report description:**

The landscape of beauty and personal care in Tunisia in 2023 unfolded as a complex tapestry, marked by a juxtaposition of volume stagnation and remarkable value growth. Notably, the surge in value can be predominantly attributed to inflationary pressures and widespread price escalations stemming from the prevailing economic climate. As Tunisia grapples with the repercussions of an economic downturn, the discernible decline in purchasing power among its population catalysed a notable shift toward...

Euromonitor International's 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 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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reliable information resources to help drive informed strategic planning.

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