

## **Fragrances in Tunisia**

Market Direction | 2024-06-06 | 21 pages | Euromonitor

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### **Report description:**

Fragrances in Tunisia experienced a decline in demand for both men's and women's products in 2023, influenced by several factors. A notable increase in prices, driven by inflation and economic crises, coupled with a decrease in Tunisian purchasing power, deterred consumers from making purchases, contributing to the overall decline in demand. Furthermore, the market faced challenges from illegally imported fragrances from European countries, sold through informal channels such as the Facebook mar...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- \* Get a detailed picture of the Fragrances 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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