

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

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

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### **Report description:**

In 2023, Tunisian brands sustained their investment in mass beauty and personal care, leading to significant advancements. The market saw an increase in product diversity, with brands such as Alania, K-Reine, Aspetika, and Isis Pharma gaining popularity. There was a notable improvement in both product quality and packaging standards. This progress was driven by the competitive pricing of domestic brands compared to imports and vigorous promotional efforts, particularly on social media platforms.

Euromonitor International's Mass 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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