

Men's Grooming in Tunisia

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

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Report description:

Disposable razors, particularly Bic Sensitive 1 and Gillette Blue II, dominated the men's grooming landscape in 2023, representing the majority of razor products available in traditional grocery retailers and corner shops across Tunisia. These brands established a widespread presence throughout the country, offering affordable pricing that appealed to both low and middle-income consumers. As a result, they became the preferred choice for many individuals seeking convenient shaving solutions.

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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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