

Skin Care in Tunisia

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Skin Care in Tunisia - Category analysis

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2022 DEVELOPMENTS

Continuous development of local industry players

International brands retain the lead thanks to consumer perception of their better quality and greater efficacy

Pharmacies becomes an important channel in the development of the skin care category in the country

PROSPECTS AND OPPORTUNITIES

The development of ingredients such as the inclusion of sun protection in skin care continues to rise over the forecast period

Inflation represents the main threat to the development of skin care

Retail e-commerce broadens the scope of skin care sales

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DISCLAIMER

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