

Sun Care in Tunisia

May 2023

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Sun Care in Tunisia - Category analysis

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2022 DEVELOPMENTS

Narcisse Sund, the first Tunisian sun care brand to launch in the country

Aftersun benefits from growing consumer awareness in the country

Inflation negatively affects sales of sun care

PROSPECTS AND OPPORTUNITIES

The key players within sun care focus on innovation, varying SPF levels and widening the variety of pack sizes

Collaboration with social media influencers enables players to remain competitive

Growing exposure to advertising and government campaigns on the essential nature of sun care boost consumer awareness

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DISCLAIMER

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