

Deodorants in Tunisia

May 2023

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Deodorants in Tunisia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

2022 is characterised by historical unit price growth and a slowdown in demand for deodorants

Domestic player SATEM experiences strong growth and development

Henkel-Alki Tunisie retains top spot in deodorants thanks to its Souplesse brand

PROSPECTS AND OPPORTUNITIES

The category develops further over the forecast period with the entry of a number of new brands

Grocery retailers support forecast period sales

Growing demand for added-value deodorants such as those with invisible or organic credentials

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DISCLAIMER

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