

# Dishwashing in Tunisia

February 2024

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# Dishwashing in Tunisia - Category analysis

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#### 2023 DEVELOPMENTS

Automatic dishwashing records the highest retail volume and value growth Modern grocery retailers remain the main sellers of automatic dishwashing products Domestic brands continue to erode Pril's retail value share

### PROSPECTS AND OPPORTUNITIES

Marketing and promotion are expected to be key competitive tools in the forecast period Growing challenge to Pril's leadership of hand dishwashing

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