



Mass Beauty and Personal Care in Tunisia

May 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

New products developed by the local industry compete well on price compared to their international counterparts

Imports from new countries further expand the mass beauty and personal care category

Middle-income consumers trade down from premium to mass

PROSPECTS AND OPPORTUNITIES

Inflation impacts demand in the early years of the forecast period

Distribution remains important in developing mass beauty and personal care products with discounters becoming a more important channel

Social media advertising and marketing campaigns on the rise as industry players embrace the importance of this channel in reaching their consumer bases

CATEGORY DATA

Table 1 - Sales of Mass Beauty and Personal Care by Category: Value 2017-2022

Table 2 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022

Table 4 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022

Table 5 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027

Table 6 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

Beauty and Personal Care in Tunisia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 7 - Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 12 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 13 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 14 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 15 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mass-beauty-and-personal-care-in-tunisia/report.