

Premium Beauty and Personal Care in Tunisia

May 2023

Table of Contents

Premium Beauty and Personal Care in Tunisia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

New laws enacted in 2022 on imported premium products are designed to reduce the level of imports into Tunisia and consequently foreign currency reserves

Growth in parallel trading in premium beauty and personal care in 2022

Significant development of retail e-commerce for premium beauty and personal care products

PROSPECTS AND OPPORTUNITIES

Local production of premium beauty and personal care products on the rise over the forecast period

Demand for premium brands stagnates in volume terms over the forecast period

Fatales Tunisie remains the leading distributor of premium beauty and personal care products

CATEGORY DATA

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

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

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

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

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

Table 6 - Forecast Sales of Premium 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

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