

Deodorants in Tunisia

May 2023

Table of Contents

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

CATEGORY DATA

Table 1 - Sales of Deodorants by Category: Value 2017-2022

Table 2 - Sales of Deodorants by Category: % Value Growth 2017-2022

Table 3 - Sales of Deodorants by Premium vs Mass: % Value 2017-2022

Table 4 - NBO Company Shares of Deodorants: % Value 2018-2022

Table 5 - LBN Brand Shares of Deodorants: % Value 2019-2022

Table 6 - Forecast Sales of Deodorants by Category: Value 2022-2027

Table 7 - Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

Table 8 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 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 9 - Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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