

# Hair Care in Tunisia

May 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

The parallel trade characterises salon professional hair care

Mass brands dominate hair care in Tunisia with premium products focusing on niche categories such as perms and relaxants

Conditioners and treatments performs well in 2022 due to growing consumer demand

#### PROSPECTS AND OPPORTUNITIES

Hair care remains an important category in the beauty and personal care market in the country with the competitive environment becoming increasingly intense

Modern grocery retailers support the distribution of hair care products over the forecast period

Natural and herbal hair care products remain trendy over the forecast period

#### CATEGORY DATA

Table 1 - Sales of Hair Care by Category: Value 2017-2022

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

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

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

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

Table 6 - NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 7 - LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 8 - LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 9 - Forecast Sales of Hair Care by Category: Value 2022-2027

Table 10 - Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 11 - Forecast Sales of Hair Care 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 12 - Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 17 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 18 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 19 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 20 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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#### SOURCES

Summary 1 - Research Sources

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