

Colour Cosmetics in Tunisia

May 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of colour cosmetics recover in 2022 after two years of considerably reduced usage during the height of the pandemic

Growth in direct selling as the category rapidly expands

The important presence of the parallel trading hampers legitimate sales

PROSPECTS AND OPPORTUNITIES

Development of the local industry encouraged by the dominance of mass products

Social media becomes key in advertising activities

Nail polish faces difficulties over the forecast period from nail salons and the current fad for false nails

CATEGORY DATA

Table 1 - Sales of Colour Cosmetics by Category: Value 2017-2022

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

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

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

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

Table 6 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 7 - Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 8 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

Table 9 - Forecast Sales of Colour Cosmetics 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 10 - Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

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

Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

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

Table 18 - 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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