

# Oral Care in Tunisia

May 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Oral care sees limited damage from the pandemic, though volume sales slow in 2022 due to inflation and the economic crisis

Unilever maintains its lead in oral care, however Carrefour launches its first private label in Tunisia, with products imported from France

Domestic players remain absent from the category due to the high production costs involved in manufacturing oral care products

#### PROSPECTS AND OPPORTUNITIES

Oral care remains populated by mass brands with the few premium brands available sold via pharmacies and recommended by dentists

Diversified product range continues to drive sales of toothpaste and manual toothbrushes

The government regularly extends its oral hygiene programme to increase oral care awareness around the country but especially in rural areas

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