

# Fragrances in Tunisia

May 2023

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## Fragrances in Tunisia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Recovery year for fragrances in 2022 due to the full lifting of COVID-19 restrictions

Premium women's fragrances records the highest growth

Local players are absent from premium fragrances leaving the category in the hands of renowned international brands

#### PROSPECTS AND OPPORTUNITIES

Stagnation in volume growth of fragrances over the forecast period due to the economic crisis and high inflation with little change in the competitive environment

The forecast period sees intensifying competition in the health and beauty specialists channel

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