

# Sun Care in Tunisia

May 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Narcisse Sund, the first Tunisian sun care brand to launch in the country

Aftersun benefits from growing consumer awareness in the country

Inflation negatively affects sales of sun care

#### PROSPECTS AND OPPORTUNITIES

The key players within sun care focus on innovation, varying SPF levels and widening the variety of pack sizes

Collaboration with social media influencers enables players to remain competitive

Growing exposure to advertising and government campaigns on the essential nature of sun care boost consumer awareness

#### CATEGORY DATA

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

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

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

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

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

Table 6 - LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022

Table 7 - Forecast Sales of Sun Care by Category: Value 2022-2027

Table 8 - Forecast Sales of Sun Care by Category: % Value Growth 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

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### SOURCES

Summary 1 - Research Sources

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