

Men's Grooming in Tunisia

May 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

2022 is a year of recovery for men's grooming after two unprecedented years of pandemic
Continuous growth of products dedicated to men thanks to initial new product launches by leading multinationals
New South Korean player Dorco enters the Tunisian men's grooming category in 2022

PROSPECTS AND OPPORTUNITIES

Slowing volume sales growth for men's grooming over the forecast period
Male preferences towards beards represent an important threat to the development of men's grooming over the forecast period
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Beauty and Personal Care in Tunisia - Industry Overview

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DISCLAIMER

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