

# Laundry Care in Tunisia

February 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Growth in liquid detergents limits liquid fabric softeners  
Société El Jmal continues to increase its presence and importance in laundry care  
Tight competition between international and local brands

### PROSPECTS AND OPPORTUNITIES

Local companies to make gains  
Industry push for liquid detergents  
Spot and stain removers to develop and grow strongly

### CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2018-2023

### CATEGORY DATA

Table 2 - Sales of Laundry Care by Category: Value 2018-2023  
Table 3 - Sales of Laundry Care by Category: % Value Growth 2018-2023  
Table 4 - Sales of Laundry Aids by Category: Value 2018-2023  
Table 5 - Sales of Laundry Aids by Category: % Value Growth 2018-2023  
Table 6 - Sales of Laundry Detergents by Category: Value 2018-2023  
Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023  
Table 8 - NBO Company Shares of Laundry Care: % Value 2019-2023  
Table 9 - LBN Brand Shares of Laundry Care: % Value 2020-2023  
Table 10 - NBO Company Shares of Laundry Aids: % Value 2019-2023  
Table 11 - LBN Brand Shares of Laundry Aids: % Value 2020-2023  
Table 12 - NBO Company Shares of Laundry Detergents: % Value 2019-2023  
Table 13 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023  
Table 14 - Forecast Sales of Laundry Care by Category: Value 2023-2028  
Table 15 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

## Home Care in Tunisia - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

### MARKET INDICATORS

Table 16 - Households 2018-2023

### MARKET DATA

Table 17 - Sales of Home Care by Category: Value 2018-2023  
Table 18 - Sales of Home Care by Category: % Value Growth 2018-2023  
Table 19 - NBO Company Shares of Home Care: % Value 2019-2023  
Table 20 - LBN Brand Shares of Home Care: % Value 2020-2023  
Table 21 - Penetration of Private Label in Home Care by Category: % Value 2018-2023  
Table 22 - Distribution of Home Care by Format: % Value 2018-2023  
Table 23 - Distribution of Home Care by Format and Category: % Value 2023  
Table 24 - Forecast Sales of Home Care by Category: Value 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/laundry-care-in-tunisia/report](https://www.euromonitor.com/laundry-care-in-tunisia/report).