

# Surface Care in Tunisia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- A growing presence of international brands in modern grocery retailers
- Multi-purpose cleaners leads the field in surface care
- Standard floor cleaners are popular purchases in traditional retailers

PROSPECTS AND OPPORTUNITIES

- Polarisation anticipated in distribution
- Important development of the local surface care offer is expected over the forecast period
- Strong competition among domestic players to add dynamism to surface care

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Home Care in Tunisia - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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