Oral Care in Tunisia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Oral care sees limited damage from the pandemic, though volume sales slow in 2022 due to inflation and the economic crisis
Unilever maintains its lead in oral care, however Carrefour launches its first private label in Tunisia, with products imported from France
Domestic players remain absent from the category due to the high production costs involved in manufacturing oral care products

PROSPECTS AND OPPORTUNITIES

Oral care remains populated by mass brands with the few premium brands available sold via pharmacies and recommended by dentists
Diversified product range continues to drive sales of toothpaste and manual toothbrushes
The government regularly extends its oral hygiene programme to increase oral care awareness around the country but especially in rural areas

CATEGORY DATA

Table 1 - Sales of Oral Care by Category: Value 2017-2022
Table 2 - Sales of Oral Care by Category: % Value Growth 2017-2022
Table 3 - Sales of Toothbrushes by Category: Value 2017-2022
Table 4 - Sales of Toothbrushes by Category: % Value Growth 2017-2022
Table 5 - Sales of Toothpaste by Type: % Value Breakdown 2018-2022
Table 6 - NBO Company Shares of Oral Care: % Value 2018-2022
Table 7 - LBN Brand Shares of Oral Care: % Value 2019-2022
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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 12 - Sales of Beauty and Personal Care by Category: Value 2017-2022
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Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 17 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 18 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 19 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 20 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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