

Bath and Shower in Tunisia

May 2023

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2022 DEVELOPMENTS

Hand sanitisers no longer in demand due to alleviation of COVID-19 and the resumption of society

Category ripe for new product development proves attractive to local players

Tunisian company SATEM endeavours to compete with the leading players through new launches and intense advertising activity on social media

PROSPECTS AND OPPORTUNITIES

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Bar soap remains a strong and resilient category, despite developments in liquid soap and its rise to prominence during the height of the pandemic

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