

Mass Beauty and Personal Care in Tunisia

May 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

New products developed by the local industry compete well on price compared to their international counterparts

Imports from new countries further expand the mass beauty and personal care category

Middle-income consumers trade down from premium to mass

PROSPECTS AND OPPORTUNITIES

Inflation impacts demand in the early years of the forecast period

Distribution remains important in developing mass beauty and personal care products with discounters becoming a more important channel

Social media advertising and marketing campaigns on the rise as industry players embrace the importance of this channel in reaching their consumer bases

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