

Baby and Child-Specific Products in Tunisia

<https://marketpublishers.com/r/B57E4FCFAD1EN.html>

Date: May 2023

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: B57E4FCFAD1EN

Abstracts

Awareness is rising amongst Tunisian parents about children's hygiene and toiletries thanks to the modernisation of society with parents seeking the best for their children despite the low purchasing power in the country. In 2022, the baby and child-specific products category recorded historical value growth. Several factors were behind this performance including inflation and price increases. Nonetheless, compared to previous years, volume growth stagnated across most categories. The current ec...

Euromonitor International's Baby and Child-specific Products in Tunisia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Baby and Child-specific Products market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

BATH AND SHOWER IN TUNISIA

KEY DATA FINDINGS

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

An important presence of international brands over the forecast period

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

Important development of private label products over the forecast period

CATEGORY DATA

Table 1 Sales of Bath and Shower by Category: Value 2017-2022

Table 2 Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 3 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 5 LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 6 Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 7 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

Table 8 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

BEAUTY AND PERSONAL CARE IN TUNISIA

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 9 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 14 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value

2022

Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 17 Forecast Sales of Beauty and Personal Care by Category: % Value Growth
2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Baby and Child-Specific Products in Tunisia

Product link: <https://marketpublishers.com/r/B57E4FCFAD1EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B57E4FCFAD1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970