

# Home Care in Tunisia

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## Abstracts

Home care in 2023 presented a challenging landscape, marked by a level of retail volume stagnation in several categories. This performance was due to several factors, but especially inflation and financial and economic crises and a concomitant decline in Tunisian purchasing power, as well as the strong use of traditional alternatives. While home care saw overall retail volume growth in 2023, this was slow, and slower than in 2022. However, there were divergences in performances across categories...

Euromonitor International's Home Care in Tunisia market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

Get a detailed picture of the Home Care 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

Home Care in Tunisia  
Euromonitor International  
February 2024

### LIST OF CONTENTS AND TABLES

HOME CARE IN TUNISIA  
EXECUTIVE SUMMARY  
Home care in 2023: The big picture

### 2023 KEY TRENDS

Competitive landscape  
Retailing developments  
What next for home care?

#### MARKET INDICATORS

Table 1 Households 2018-2023

#### MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

#### LAUNDRY CARE IN TUNISIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Growth in liquid detergents limits liquid fabric softeners  
Soci?t? El Jmal continues to increase its presence and importance in laundry care

Tight competition between international and local brands

#### PROSPECTS AND OPPORTUNITIES

Local companies to make gains

Industry push for liquid detergents

Spot and stain removers to develop and grow strongly

#### CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

#### CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 19 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 20 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 21 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 22 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 23 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 24 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 25 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

#### DISHWASHING IN TUNISIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Automatic dishwashing records the highest retail volume and value growth

Modern grocery retailers remain the main sellers of automatic dishwashing products

Domestic brands continue to erode Pril's retail value share

#### PROSPECTS AND OPPORTUNITIES

Marketing and promotion are expected to be key competitive tools in the forecast period

Growing challenge to Pril's leadership of hand dishwashing

Automatic dishwashing to continue strong growth performance over the forecast period

#### CATEGORY INDICATORS

Table 26 Household Possession of Dishwashers 2017-2022

#### CATEGORY DATA

Table 27 Sales of Dishwashing by Category: Value 2018-2023

Table 28 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 29 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 30 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 31 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 32 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

## SURFACE CARE IN TUNISIA

### 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

### CATEGORY DATA

Table 33 Sales of Surface Care by Category: Value 2018-2023

Table 34 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 37 NBO Company Shares of Surface Care: % Value 2019-2023

Table 38 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 39 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 40 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

## BLEACH IN TUNISIA

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Bleach price increase in 2023 favours retail value over volume growth

Judy remains the leading brand despite growing competition

Absence of international players amid strong local brands

### PROSPECTS AND OPPORTUNITIES

Promotions are expected to continue to drive growth opportunities

El Jmal to enter the fray in bleach

The disappearance of unbranded bleach amid rising consumer health and safety awareness

#### CATEGORY DATA

Table 41 Sales of Bleach: Value 2018-2023

Table 42 Sales of Bleach: % Value Growth 2018-2023

Table 43 NBO Company Shares of Bleach: % Value 2019-2023

Table 44 LBN Brand Shares of Bleach: % Value 2020-2023

Table 45 Forecast Sales of Bleach: Value 2023-2028

Table 46 Forecast Sales of Bleach: % Value Growth 2023-2028

#### TOILET CARE IN TUNISIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Modern grocery outlets are the main retailers of imported brands

Fierce competition between local and international players

Private label consolidates a presence in toilet care in Tunisia

#### PROSPECTS AND OPPORTUNITIES

Faster growth expected as toilet care develops in line with the demand for specialised options

Distribution through modern grocery retailers is set to grow

Inflation and rising prices pose the primary threats to category advancement

#### CATEGORY DATA

Table 47 Sales of Toilet Care by Category: Value 2018-2023

Table 48 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 49 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 50 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 51 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 52 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

#### POLISHES IN TUNISIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Growing awareness and accessibility boost metal polish in 2023

Limited presence of domestic brands

Retail e-commerce emergence supports the distribution of polishes

#### PROSPECTS AND OPPORTUNITIES

Young couples to spur demand for furniture polish

Development of local presence over the forecast period  
Growing urban consumer base to change category dynamics

#### CATEGORY DATA

Table 53 Sales of Polishes by Category: Value 2018-2023  
Table 54 Sales of Polishes by Category: % Value Growth 2018-2023  
Table 55 NBO Company Shares of Polishes: % Value 2019-2023  
Table 56 LBN Brand Shares of Polishes: % Value 2020-2023  
Table 57 Forecast Sales of Polishes by Category: Value 2023-2028  
Table 58 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

#### AIR CARE IN TUNISIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Home-made candle air fresheners is a key category trend  
Gel air fresheners struggles to develop and grow  
Smaller players and private label retailers exert pressure on the leading branded manufacturers

#### PROSPECTS AND OPPORTUNITIES

Combination of affordability and accessibility to see a shift to liquid air fresheners  
Spray/aerosol air fresheners to experience a level of stagnation  
Retail e-commerce is expected to continue to develop and grow

#### CATEGORY DATA

Table 59 Sales of Air Care by Category: Value 2018-2023  
Table 60 Sales of Air Care by Category: % Value Growth 2018-2023  
Table 61 NBO Company Shares of Air Care: % Value 2019-2023  
Table 62 LBN Brand Shares of Air Care: % Value 2020-2023  
Table 63 Forecast Sales of Air Care by Category: Value 2023-2028  
Table 64 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

#### HOME INSECTICIDES IN TUNISIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Dominant spray/aerosol insecticides continues to see the highest growth in retail volume and value terms in 2023  
Fierce competition at the top of the rankings  
Influx of imported brands as players try to tap into a robust growth category

#### PROSPECTS AND OPPORTUNITIES

Spray/aerosol insecticides to continue to leverage convenience, effectiveness and wide availability

Hygiene and infestation concerns to boost the use of insecticide baits

Manufacturers need to heed safety concerns

#### CATEGORY DATA

Table 65 Sales of Home Insecticides by Category: Value 2018-2023

Table 66 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 67 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 68 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 69 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 70 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028



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