

# Incontinence in Tunisia

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## Abstracts

The incontinence products category is only just emerging in Tunisia. The industry has become more relevant due to social and economic factors. In fact, the ageing population, along with a rise in purchasing power, has increased the need for incontinence products. In addition, the evolution of the health sector in Tunisia has encouraged pharmacists and healthcare companies to invest in the industry by creating production and distribution plants within the country.

Euromonitor International's Incontinence 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 2006-2010, 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, distribution or pricing issues. Forecasts to 2015 illustrate how the market is set to change.

**Product coverage:** Boxed Facial Tissues, Disposable Pants, Economy Toilet Paper, Household Care Wipes and Floor Cleaning Systems, Intimate Wipes, Light Incontinence, Luxury Toilet Paper, Moderate/Heavy Incontinence, Napkins, Nappies/Diapers, Personal Wipes, Pocket Handkerchiefs, Recycled Toilet Paper, Sanitary Protection Excluding Intimate Wipes, Standard Toilet Paper, Tablecloths.

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

## Why buy this report?

Get a detailed picture of the Incontinence 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Incontinence in Tunisia  
Euromonitor International  
August 2011

### LIST OF CONTENTS AND TABLES

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Retail Sales of Incontinence by Category: Value 2005-2010

Table 2 Retail Sales of Incontinence by Category: % Value Growth 2005-2010

Table 3 Forecast Retail Sales of Incontinence by Category: Value 2010-2015

Table 4 Forecast Retail Sales of Incontinence by Category: % Value Growth  
2010-2015

Executive Summary

Product Premiumisation Boosts Value Sales

Groupe Monoprix SA Launches A Green Private Label

Sancella SA Leads Retail Tissue and Hygiene

Independent Small Grocers Remains the Leading Distribution Channel

Value Growth Expected To Accelerate in the Forecast Period

Market Indicators

Table 5 Birth Rates 2005-2010

Table 6 Infant Population 2005-2010

Table 7 Female Population by Age 2005-2010

Table 8 Total Population by Age 2005-2010

Table 9 Households 2005-2010

Table 10 Forecast Infant Population 2010-2015

Table 11 Forecast Female Population by Age 2010-2015

Table 12 Forecast Total Population by Age 2010-2015

Table 13 Forecast Households 2010-2015

Market Data

Table 14 Retail Sales of Tissue and Hygiene by Category: Value 2005-2010

Table 15 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2005-2010

Table 16 Tissue and Hygiene Retail Company Shares 2006-2010

Table 17 Tissue and Hygiene Retail Brand Shares 2007-2010

Table 18 Retail Sales of Tissue and Hygiene by Distribution Format: % Analysis  
2005-2010

Table 19 Retail Sales of Tissue and Hygiene by Category and Distribution Format: %  
Analysis 2009

Table 20 Penetration of Private Label by Category 2005-2010

Table 21 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2010-2015

Table 22 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth  
2010-2015

Definitions

Summary 1 Research Sources

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