

Perfume Market in Tunisia 2021

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Abstracts

Perfumes are basically aromatic compounds dissolved in a solvent e.g. ethanol or a mix of water and ethanol. Perfume is used to give a pleasant and desirable scent to a person's body, typically with the aim of increasing self-appeal and self-confidence. The perfume market in Tunisia is expected to increase at a CAGR of 9.8% till 2027, according to data and analytics company StrategyHelix. Rising consumer disposable income and improving standards of living, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for perfume. The Tunisia perfume market is segmented on the basis of price range, consumer group, and distribution channel. By price range, the perfume market in Tunisia has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the Tunisia perfume market in 2020. Based upon consumer group, the perfume market in Tunisia is categorized into men, women, unisex. According to the research, the women segment had the largest share in the perfume market in Tunisia. On the basis of distribution channel, the perfume market in Tunisia has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The prominent players operating in the Tunisia perfume market include PUIG SL, Oriflame Cosmetics S.A., Parfums Ulric de Varens SA, Coty Inc.

Report Scope

Price range: prestige product, mass product

Consumer group: men, women, unisex

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Tunisia perfume market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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PUIG SL
Oriflame Cosmetics S.A.
Parfums Ulric de Varens SA
Coty Inc.
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