



Nappies/Diapers/Pants in Tunisia

April 2025

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Nappies/Diapers/Pants in Tunisia - Category analysis

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2024 DEVELOPMENTS

Price increases support strong value growth in 2024

Société d'Articles Hygiéniques Sarl leads, offering widely available and affordable products

Modern grocery retailers appeal with their wide portfolios and promotions

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Declining birth rate will dampen demand

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Innovation will continue to play a key role

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DISCLAIMER

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