



Polishes in Tunisia

April 2026

Table of Contents

Polishes in Tunisia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Market Grows with Shoe Polish Leading Value Sales

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Polishes Market Grows with Shoe Polish Leading Value Sales

Innovative Formats and E-Commerce Drive Market Expansion

Chart 2 - Hustle Rust Remover, First Product in Spray Format

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Invest in Specialised Polishes

Shoe Polish to Remain Dominant as Other Categories Grow

Innovative Formats and E-Commerce to Drive Market Expansion

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Dominance through Strong Distribution

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets Lead Polish Sales with Strong Product Availability

Retail E-Commerce Gains Traction

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Polishes

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Polishes

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Tunisia - Industry Overview](#)

EXECUTIVE SUMMARY

Healthy Value Growth Amidst Evolving Market Landscape

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Healthy Value Growth Amidst Evolving Market Landscape

Chart 19 - Silver Sneakers Cleaning Kit

Laundry Care Dominates Market, Home Insecticides Shows Dynamic Growth

Chart 20 - Judy CloroSpray Floral Fresh Bleach Gel

Mood-Boosting Ingredients Drive Market

Chart 21 - Omino Bianco Concentrated Formula for Fresh and Scented Clothes

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Products to Gain Traction among Consumers

Chart 25 - Analyst Insight for Home Care

Laundry Care to Maintain Dominance Driven by Premiumisation

Private Label Products Expected to Shape Future Trends

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Henkel Tunisie and Sah Maintain Market Lead through Strong Distribution

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate Home Care Sales

Retail E-Commerce Remains Niche but Growing

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/polishes-in-tunisia/report.