



# Bath and Shower in Tunisia

July 2025

Table of Contents

## Bath and Shower in Tunisia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Bar soap continues to account for most value sales, due to its affordability  
Henkel loses value share as local brands gain  
E-commerce emerging as significant distribution channel

#### PROSPECTS AND OPPORTUNITIES

Continuing value and volume growth over forecast period  
Growth in private label, with hand sanitisers also making a comeback  
Scent—key focus of differentiation

#### CATEGORY DATA

Table 1 - Sales of Bath and Shower by Category: Value 2019-2024  
Table 2 - Sales of Bath and Shower by Category: % Value Growth 2019-2024  
Table 3 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024  
Table 4 - NBO Company Shares of Bath and Shower: % Value 2020-2024  
Table 5 - LBN Brand Shares of Bath and Shower: % Value 2021-2024  
Table 6 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024  
Table 7 - Forecast Sales of Bath and Shower by Category: Value 2024-2029  
Table 8 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029  
Table 9 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2024-2029

## Beauty and Personal Care in Tunisia - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for beauty and personal care?

### MARKET DATA

Table 10 - Sales of Beauty and Personal Care by Category: Value 2019-2024  
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024  
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024  
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024  
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024  
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024  
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024  
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024  
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029  
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

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### SOURCES

Summary 1 - Research Sources

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Page 2 of 3

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