

Hair Care in Tunisia

May 2023

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2022 DEVELOPMENTS

The parallel trade characterises salon professional hair care

Mass brands dominate hair care in Tunisia with premium products focusing on niche categories such as perms and relaxants

Conditioners and treatments performs well in 2022 due to growing consumer demand

PROSPECTS AND OPPORTUNITIES

Hair care remains an important category in the beauty and personal care market in the country with the competitive environment becoming increasingly intense

Modern grocery retailers support the distribution of hair care products over the forecast period

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DISCLAIMER

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