

Air Care in Tunisia

February 2024

Table of Contents

Air Care in Tunisia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home-made candle air fresheners is a key category trend
Gel air fresheners struggles to develop and grow
Smaller players and private label retailers exert pressure on the leading branded manufacturers

PROSPECTS AND OPPORTUNITIES

Combination of affordability and accessibility to see a shift to liquid air fresheners
Spray/aerosol air fresheners to experience a level of stagnation
Retail e-commerce is expected to continue to develop and grow

CATEGORY DATA

Table 1 - Sales of Air Care by Category: Value 2018-2023
Table 2 - Sales of Air Care by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Air Care: % Value 2019-2023
Table 4 - LBN Brand Shares of Air Care: % Value 2020-2023
Table 5 - Forecast Sales of Air Care by Category: Value 2023-2028
Table 6 - Forecast Sales of Air Care by Category: % Value Growth 2023-2028

Home Care in Tunisia - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 7 - Households 2018-2023

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023
Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023
Table 10 - NBO Company Shares of Home Care: % Value 2019-2023
Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023
Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
Table 13 - Distribution of Home Care by Format: % Value 2018-2023
Table 14 - Distribution of Home Care by Format and Category: % Value 2023
Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028
Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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