



**Euromonitor
International**

Fragrances in Tunisia

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Economic Pressures and Illicit Trade Constrain Growth Despite Rising Consumer Spending

Mass Fragrances Dominates Volume Sales as Consumers Look for Affordability

Domestic Launches Reflect Lifestyle Trends and Clean, Multifunctional Innovation

Chart 1 - Pepe Jeans for Him Capitalises on the Bundling Trend

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Domestic Mass Players Expected to Drive Growth Amid Economic Challenges

Mass Fragrances to Gain Share as Affordability and Digital Engagement Boost Demand

Lifestyle Trends and Clean Innovation to Reshape Consumer Preference and Product Offerings

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Competitive Dynamics Shaped by Fragmented Landscape

Distributor-Led Growth Opens Avenues for Strategic Expansion

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Beauty Specialists Leads Retail Sales of Fragrances Due to Wide Penetration and Broad Product Range

Online Platforms Drive Retail E-Commerce Growth with Targeted Brand Promotions

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Fragrances

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Fragrances

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Tunisia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Local Brands Gain Ground as Economic Pressures Shift Consumer Behaviour
Skin Care Leads Value Sales, While Oral Care Shows the Strongest Growth
C'Fresh Drives the Clean Reimagined Trend with Multifunctional, Gentle Conditioner
Chart 17 - C'fresh Launches New Infusion Douceur Conditioner
Chart 18 - Value Sales 2020-2030
Chart 19 - Volume Sales 2020-2030
Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Upper-Income Consumers Set to Drive Value Growth Amid Volume Stagnation
Mass Products to Retain Dominance, with Baby and Child-Specific Products Set to See Dynamism
Social Media and Luxury Beauty Centres to Reshape Consumer Engagement and Premium Demand
Chart 21 - Forecast Value Sales 2020-2030
Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Henkel-Alki and Unilever Sustain Their Leadership Despite Share Erosion From Domestic Competition
Private Label, Promotional Strategies and Loyalty Shape the Competition
Chart 23 - Company Shares 2025
Chart 24 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Leads Amid Rising Growth for Discounters
Retail E-Commerce Expands Access through Specialised Platforms and Social Media
Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care
Chart 27 - Real Gdp Growth 2020-2030
Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care
Chart 30 - Population 2020-2030
Chart 31 - Consumer Expenditure 2020-2030
Chart 32 - 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/fragrances-in-tunisia/report.