



**Euromonitor  
International**

# Menstrual Care in Tunisia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising prices support value growth in 2024  
Société d'Articles Hygiéniques Sarl continues to dominate with its wide range of affordable products  
Supermarkets lead, whilst discounters record dynamic growth

PROSPECTS AND OPPORTUNITIES

Pantyliners will benefit from rising urbanisation and word-of-mouth recommendations  
Slow growth of e-commerce as Tunisian women prefer to shop in physical stores  
Innovation will be a key driver of sales

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Tissue and Hygiene in Tunisia - Industry Overview

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DISCLAIMER

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