

# **Colour Cosmetics in Tunisia**

June 2024

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# Colour Cosmetics in Tunisia - Category analysis

# **KEY DATA FINDINGS**

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Decrease in demand for international brands Expansion of Kiko Milano's presence in Tunisia Competition from parallel markets and smuggled products

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Increasing women's purchasing power to support the category Increase in taxes likely to curb demand for imported colour cosmetics O Beauty SA Company continues to increase its market presence

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