



**Euromonitor  
International**

# Retail Tissue in Tunisia

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2024 DEVELOPMENTS

Rising urbanisation and disposable incomes fuel category expansion  
Société d'Articles Hygiéniques Sarl leads, offering a wide portfolio of products and promotions  
Variety stores, offering lower prices, increasingly popular

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Paper towels to perform well, driven by their versatility and advertising  
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Tissue and Hygiene in Tunisia - Industry Overview

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DISCLAIMER

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