

Tobacco in Tunisia

Market Direction | 2022-07-22 | 45 pages | Euromonitor

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Report description:

2021 marked several important events concerning tobacco in Tunisia. Firstly, the Ministry of Finance twice increased the price of cigarettes. Usually, the increase occurs once every two years, and does not exceed 10-15%. However, in 2021, the Ministry of Finance increased prices on two occasions - in March and in June. These increases have caused an immense impact on product prices. For example, for the best-selling brand in Tunisia, which is 20 Mars Gold (Regie Nationale des Tabacs et des Allum...

Euromonitor International's Tobacco in Tunisia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tobacco market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International
July 2022

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A perfect storm of negative factors leads to ongoing volume declines

Historical increases in cigarettes prices place additional downwards pressure on sales

Illicit cigarette trade rebounds, following the re-opening of borders

PROSPECTS AND OPPORTUNITIES

Volume decreases will continue over the forecast period, due to economic instability and competition from illicit trade

Illicit trade in cigarettes set to continue, due to widespread availability and affordable prices for consumers

Prices increases set to continue over the forecast period

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Cigars, cigarillos and smoking tobacco is a neglected category, due to no cigarillo sales and low interest in cigars

Illicit trade in smoking tobacco remains dominant, with authorities offering lower taxes to encourage more official variants

Cigars and cigarillos continue to enjoy illicit trade, from desirable Cafe Creme to Cuban cigars

PROSPECTS AND OPPORTUNITIES

RNTA set to launch smoking tobacco in the country, as part of its battle against illicit trade

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The Tunisian authorities continue their fight against e-vapour products

Moist snuff faces challenges due to a decline in locally-farmed plants caused by a lack of rain

PROSPECTS AND OPPORTUNITIES

Heated tobacco sees PR of a kind through television shows, but is expected to remain niche

New legislations in e-vapour devices coming into force to tackle illicit trade

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