

Chocolate Confectionery in Tunisia

Market Direction | 2022-07-27 | 18 pages | Euromonitor

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Report description:

Demand for chocolate confectionery will continue to grow in 2022 with Tunisian people enjoying these items as an at-home indulgence, on-the-go energy boost, or a popular gifting option. Given the rising unit prices in the category, retail value growth will continue to record a double-digit rate. Imported products are being particularly affected by the increasing costs of maritime transport and the devaluation of the Tunisian dinar. In terms of local products, the unit price is mainly being impac...

Euromonitor International's Chocolate Confectionery in Tunisia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

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

Why buy this report?

- * Get a detailed picture of the Chocolate Confectionery 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International
July 2022

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2022 DEVELOPMENTS

Despite stagnation in retail volume, value sales continue to rise strongly

The presence of illicit brands remains high in major Tunisian retailing channels

SOTUCHOC remains the undisputed leader thanks to its wide product range that caters to all price brackets

PROSPECTS AND OPPORTUNITIES

Retail value and volume trend will continue with rising inflation the main influence

Seasonal chocolate will remain in demand, encouraged by growing social media use and hypermarket discounts

Illicit trade will develop as the government will prioritise restricting smuggling in other industries

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