

Snacks in Tunisia

Market Direction | 2022-07-27 | 60 pages | Euromonitor

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Report description:

Despite the economic crisis caused by the COVID-19 crisis and the subsequent sanitary measures taken to control it in 2020 and 2021, the snacks industry will record double-digit retail value growth in 2022. However, this is largely due to the increase of unit prices in almost all categories. This price hike has come about due to rising raw material costs (such as the cost of sugar) and the import and transportation costs, with the latter being severely interrupted during the peak of the pandemic...

Euromonitor International's Snacks 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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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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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Confiserie Triki le Moulin retains lead thanks to affordability and wide offering

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Local player SOTUCHOC launches new Happy Full range but continues to lose share to larger players

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