

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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Table of Contents:

Snacks in Tunisia
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List Of Contents And Tables

SNACKS IN TUNISIA

EXECUTIVE SUMMARY

Snacks in 2022: The big picture
Key trends in 2022
Competitive landscape
Channel developments
What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2017-2022
Table 2 Sales of Snacks by Category: Value 2017-2022
Table 3 Sales of Snacks by Category: % Volume Growth 2017-2022
Table 4 Sales of Snacks by Category: % Value Growth 2017-2022
Table 5 NBO Company Shares of Snacks: % Value 2018-2022
Table 6 LBN Brand Shares of Snacks: % Value 2019-2022
Table 7 Distribution of Snacks by Format: % Value 2017-2022
Table 8 Forecast Sales of Snacks by Category: Volume 2022-2027
Table 9 Forecast Sales of Snacks by Category: Value 2022-2027
Table 10 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027
Table 11 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN TUNISIA

KEY DATA FINDINGS

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

CATEGORY DATA

Table 12 Sales of Chocolate Confectionery by Category: Volume 2017-2022
Table 13 Sales of Chocolate Confectionery by Category: Value 2017-2022
Table 14 Sales of Chocolate Confectionery by Category: % Volume Growth 2017-2022
Table 15 Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022
Table 16 Sales of Chocolate Tablets by Type: % Value 2017-2022
Table 17 NBO Company Shares of Chocolate Confectionery: % Value 2018-2022
Table 18 LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022

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Table 19 Distribution of Chocolate Confectionery by Format: % Value 2017-2022

Table 20 Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027

Table 21 □Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027

Table 22 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027

GUM IN TUNISIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gum sees slight retail volume acceleration as consumers spend more time on-the-go and children return to schools

Confiserie Triki le Moulin retains lead thanks to affordability and wide offering

Easy access to gum makes it an attractive proposition for international brands

PROSPECTS AND OPPORTUNITIES

Popularity of gum set to remain despite expected economic difficulties

Traditional outlets will remain the most important selling points

CATEGORY DATA

Table 24 Sales of Gum by Category: Volume 2017-2022

Table 25 Sales of Gum by Category: Value 2017-2022

Table 26 Sales of Gum by Category: % Volume Growth 2017-2022

Table 27 Sales of Gum by Category: % Value Growth 2017-2022

Table 28 NBO Company Shares of Gum: % Value 2018-2022

Table 29 LBN Brand Shares of Gum: % Value 2019-2022

Table 30 Distribution of Gum by Format: % Value 2017-2022

Table 31 Forecast Sales of Gum by Category: Volume 2022-2027

Table 32 Forecast Sales of Gum by Category: Value 2022-2027

Table 33 □Forecast Sales of Gum by Category: % Volume Growth 2022-2027

Table 34 □Forecast Sales of Gum by Category: % Value Growth 2022-2027

SUGAR CONFECTIONERY IN TUNISIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increased presence of international brands as Beбето and Sweeto enter category

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

Traditional Turkish product chamia remains high in demand in Tunisia

PROSPECTS AND OPPORTUNITIES

Despite low expected volume growth, international players continue to invest

Tunisian brands in continuous development to target lower earners

Traditional retailers facing increased competition from modern outlets

CATEGORY DATA

Summary 2 Other Sugar Confectionery by Product Type: 2022

Table 35 Sales of Sugar Confectionery by Category: Volume 2017-2022

Table 36 Sales of Sugar Confectionery by Category: Value 2017-2022

Table 37 Sales of Sugar Confectionery by Category: % Volume Growth 2017-2022

Table 38 Sales of Sugar Confectionery by Category: % Value Growth 2017-2022

Table 39 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2017-2022

Table 40 NBO Company Shares of Sugar Confectionery: % Value 2018-2022

Table 41 LBN Brand Shares of Sugar Confectionery: % Value 2019-2022

Table 42 Distribution of Sugar Confectionery by Format: % Value 2017-2022

Table 43 Forecast Sales of Sugar Confectionery by Category: Volume 2022-2027

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Table 44 □Forecast Sales of Sugar Confectionery by Category: Value 2022-2027

Table 45 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2022-2027

Table 46 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2022-2027

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN TUNISIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sweet biscuits continue to drive overall category sales as upper income consumers start asking for diet biscuits

Snack bars and fruit snacks increase visibility via entry in modern grocery channels

Increased production costs lead to rising unit prices

PROSPECTS AND OPPORTUNITIES

Unit prices will see significant increases as manufacturers come under pressure

Local players continue to develop to remain ahead of international competitors

Important shift from traditional to modern channels expected

CATEGORY DATA

Table 47 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2017-2022

Table 48 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

Table 51 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

Table 52 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

Table 53 NBO Company Shares of Sweet Biscuits: % Value 2018-2022

Table 54 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

Table 55 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022

Table 56 □Distribution of Sweet Biscuits by Format: % Value 2017-2022

Table 57 □Distribution of Snack Bars by Format: % Value 2017-2022

Table 58 □Distribution of Fruit Snacks by Format: % Value 2017-2022

Table 59 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027

Table 60 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027

Table 61 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

Table 62 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

ICE CREAM IN TUNISIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Despite end of restrictions, unpackaged ice cream sales growth remains low

Generale Industrielle de Produits Alimentaires remains the dominant leader

Ice cream remains an innovative category with several new launches

PROSPECTS AND OPPORTUNITIES

Growing sales to be driven by single-portion ice cream thanks to cheaper price

GIPA will remain the category leader with offerings across all price brackets

Health and wellness trend is not likely to have a large impact on ice cream

CATEGORY DATA

Table 63 Sales of Ice Cream by Category: Volume 2017-2022

Table 64 Sales of Ice Cream by Category: Value 2017-2022

Table 65 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 66 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 67 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 68 LBN Brand Shares of Ice Cream: % Value 2019-2022

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Table 69 Distribution of Ice Cream by Format: % Value 2017-2022

Table 70 Forecast Sales of Ice Cream by Category: Volume 2022-2027

Table 71 Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 72 □Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 73 □Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

SAVOURY SNACKS IN TUNISIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Savoury snacks grows and remains an attractive category for foreign investors

Trend towards smaller packaging emerges due to economic crisis

Cerealis remains leader despite constant progress of international brand Lays

PROSPECTS AND OPPORTUNITIES

COVID-19 crisis to have lasting effect on consumer price-consciousness

Revival of busy urban lifestyles to support on-the-go and impulse consumption

Local players will continue to lead even with more entries from important brands

CATEGORY DATA

Table 74 Sales of Savoury Snacks by Category: Volume 2017-2022

Table 75 Sales of Savoury Snacks by Category: Value 2017-2022

Table 76 Sales of Savoury Snacks by Category: % Volume Growth 2017-2022

Table 77 Sales of Savoury Snacks by Category: % Value Growth 2017-2022

Table 78 NBO Company Shares of Savoury Snacks: % Value 2018-2022

Table 79 LBN Brand Shares of Savoury Snacks: % Value 2019-2022

Table 80 Distribution of Savoury Snacks by Format: % Value 2017-2022

Table 81 Forecast Sales of Savoury Snacks by Category: Volume 2022-2027

Table 82 Forecast Sales of Savoury Snacks by Category: Value 2022-2027

Table 83 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2022-2027

Table 84 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2022-2027

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