

Sweet Biscuits, Snack Bars and Fruit Snacks in Tunisia

Market Direction | 2022-07-27 | 21 pages | Euromonitor

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Report description:

Sweet biscuits holds a vastly dominant share of the overall category sales with both snack bars and fruit snacks failing yet again to record a non-negligible retail volume sales figure in 2022. Both the latter categories do however hold a small result in retail value sales. Thus, the performance of sweet biscuits continues to determine the overall category growth.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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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

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Unit prices will see significant increases as manufacturers come under pressure

Local players continue to develop to remain ahead of international competitors

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