

## **Drinking Milk Products in Tunisia**

Market Direction | 2022-09-29 | 19 pages | Euromonitor

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### **Report description:**

Semi-skimmed shelf stable milk is very popular in Tunisia representing more than 90% of total drinking milk consumption with fresh milk mostly used as an ingredient in other dairy products. Tunisia has experienced milk shortages since 2018 although the situation has steadily improved since the Tunisian authorities approved a new increase in the unit prices of drinking milk, which enabled farmers to gain more profits and continue their operations. The shortages had been triggered by significant i...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- \* Get a detailed picture of the Drinking Milk Products 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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September 2022

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