

## **Baked Goods in Tunisia**

Market Direction | 2022-11-28 | 19 pages | Euromonitor

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### **Report description:**

The war in Ukraine has created a global food crisis with wheat supplies coming under pressure. Since a large amount of wheat is used in bread production in Tunisia, bakeries producing leavened bread have felt the impact of this shortage. Rumours of wheat shortages circulated as the war in Ukraine emerged in 2022, which created panic buying. This state of panic lasted almost two months in February and March 2022 driving an increase in demand for leavened bread, especially in bakeries. The surge i...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- \* Get a detailed picture of the Baked Goods 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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November 2022

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Packaged cakes begin to recover after two years of decline due to COVID-19

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