

Breakfast Cereals in Tunisia

Market Direction | 2022-11-28 | 17 pages | Euromonitor

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Report description:

Although muesli and granola were only launched in Tunisia fairly recently, both products are recording strong growth in 2022. This niche category largely appeals to upper-income consumers as prices are high and granola and muesli are only available in modern retailers such as hypermarkets and supermarkets. Demand is being driven by influencers on social media platforms such as Facebook and Instagram who specialise in sports and healthy food. By sharing regular food recipes, they are encouraging...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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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Grain d'Or dominates the category by a considerable margin

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