

Breakfast Cereals in Tunisia

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Breakfast Cereals in Tunisia
Euromonitor International
November 2022

List Of Contents And Tables

BREAKFAST CEREALS IN TUNISIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Muesli and granola records strong growth

Grain d'Or dominates the category by a considerable margin

Illegal breakfast cereals plague the category

PROSPECTS AND OPPORTUNITIES

Breakfast cereals will attract more international brands

Social media will have a bigger impact on the category

Local brands will intensify the competitive stakes

CATEGORY DATA

Table 1 Sales of Breakfast Cereals by Category: Volume 2017-2022

Table 2 Sales of Breakfast Cereals by Category: Value 2017-2022

Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2017-2022

Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Breakfast Cereals: % Value 2018-2022

Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2019-2022

Table 7 Distribution of Breakfast Cereals by Format: % Value 2017-2022

Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2022-2027

Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2022-2027

Table 10 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2022-2027

STAPLE FOODS IN TUNISIA

EXECUTIVE SUMMARY

Staple foods in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2017-2022

Table 13 Sales of Staple Foods by Category: Value 2017-2022

Table 14 Sales of Staple Foods by Category: % Volume Growth 2017-2022

Table 15 Sales of Staple Foods by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Staple Foods: % Value 2018-2022

Table 17 LBN Brand Shares of Staple Foods: % Value 2019-2022

Table 18 Distribution of Staple Foods by Format: % Value 2017-2022

Table 19 Forecast Sales of Staple Foods by Category: Volume 2022-2027

Table 20 Forecast Sales of Staple Foods by Category: Value 2022-2027

Table 21 □Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 22 □Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Breakfast Cereals in Tunisia

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com