

## **Energy Drinks in Tunisia**

Market Direction | 2022-12-21 | 24 pages | Euromonitor

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### **Report description:**

Energy drinks smuggled from Libya are widely present in the Tunisian market. These products are coming from the south of Tunisia and are sold in traditional grocery retailers and corner shops. Despite having been officially present on the Tunisian market for several years, the international brand, Shark, suffers from illegal competition from another "Shark" energy drink that is illegally imported from Libya.

Euromonitor International's Energy Drinks in Tunisia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Energy Drinks 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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