

Juice in Tunisia

Market Direction | 2022-12-21 | 26 pages | Euromonitor

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Report description:

Growth in juice sales has been severely constrained since 2017, a year in which unit prices saw sharp increases due to the increasing cost of raw materials. Since then, demand has also been hit by the economic and social disruption of the COVID-19 crisis, with volumes set to fall for the third consecutive year in 2022. The economic downturn in Tunisia has led to heightened price consciousness amongst consumers, with many households reducing their expenditure on products such as juice. Moreover,...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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

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Euromonitor International
December 2022

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Juice volume sales continue to decline

Smuggled products widely present in the Tunisian market

Attractive market for international players

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Smaller packaging will be the key to the forecast period

Delice set maintain lead during the forecast period

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