

Soft Drinks in Tunisia

Market Direction | 2022-12-21 | 66 pages | Euromonitor

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Report description:

2022 is a year of recovery from the deep impact of the COVID-19 crisis and the public health restrictions imposed by the Ministry of Health on cafes, restaurants, and bars. The year has, however, seen economic crisis and a high inflation rate. Prices have seen record growth in 2022, which has exceeded 10% in several soft drinks categories. Indeed, several categories are seeing stagnation in volume sales and a significant increase in value primarily as a result of prices increases. At the same ti...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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