

Soft Drinks in Tunisia

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

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

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.

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:

Soft Drinks in Tunisia
Euromonitor International
December 2022

List Of Contents And Tables

SOFT DRINKS IN TUNISIA

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 10 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 11 □Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 12 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 13 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 14 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 15 □NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 16 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 17 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 18 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 19 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 20 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 21 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 22 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 23 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 24 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 25 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 26 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN TUNISIA

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

2022 DEVELOPMENTS

Shortage of sugar disrupts the production of carbonates
Good performances of low and reduced sugar carbonates
Strong price growth

PROSPECTS AND OPPORTUNITIES

Volume stagnation over the forecast period
Pepsi expected soon in Tunisia
Prices will continue to increase

CATEGORY DATA

Table 27 Off-trade vs On-trade Sales of Carbonates: Volume 2017-2022
Table 28 Off-trade vs On-trade Sales of Carbonates: Value 2017-2022
Table 29 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2017-2022
Table 30 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2017-2022
Table 31 Off-trade Sales of Carbonates by Category: Volume 2017-2022
Table 32 Off-trade Sales of Carbonates by Category: Value 2017-2022
Table 33 Off-trade Sales of Carbonates by Category: % Volume Growth 2017-2022
Table 34 Off-trade Sales of Carbonates by Category: % Value Growth 2017-2022
Table 35 NBO Company Shares of Off-trade Carbonates: % Volume 2018-2022
Table 36 □LBN Brand Shares of Off-trade Carbonates: % Volume 2019-2022
Table 37 □NBO Company Shares of Off-trade Carbonates: % Value 2018-2022
Table 38 □LBN Brand Shares of Off-trade Carbonates: % Value 2019-2022
Table 39 □Forecast Off-trade Sales of Carbonates by Category: Volume 2022-2027
Table 40 □Forecast Off-trade Sales of Carbonates by Category: Value 2022-2027
Table 41 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2022-2027
Table 42 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2022-2027

JUICE IN TUNISIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Juice volume sales continue to decline
Smuggled products widely present in the Tunisian market
Attractive market for international players

PROSPECTS AND OPPORTUNITIES

Reconstituted 100% juice to see positive performance over the forecast period
Smaller packaging will be the key to the forecast period
Delice set maintain lead during the forecast period

CATEGORY DATA

Table 43 Off-trade Sales of Juice by Category: Volume 2017-2022
Table 44 Off-trade Sales of Juice by Category: Value 2017-2022
Table 45 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022
Table 46 Off-trade Sales of Juice by Category: % Value Growth 2017-2022
Table 47 NBO Company Shares of Off-trade Juice: % Volume 2018-2022
Table 48 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022
Table 49 NBO Company Shares of Off-trade Juice: % Value 2018-2022
Table 50 LBN Brand Shares of Off-trade Juice: % Value 2019-2022
Table 51 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027
Table 52 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027
Table 53 □Forecast Off-trade Sales of Juice 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 54 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

BOTTLED WATER IN TUNISIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Deceleration of volume growth in 2022

Significant unit price growth in 2022

Leaders see share growth

PROSPECTS AND OPPORTUNITIES

Rise in demand expected

Eau delice competing with category leaders

Prices will continue to increase during the forecast period

CATEGORY DATA

Table 55 Off-trade Sales of Bottled Water by Category: Volume 2017-2022

Table 56 Off-trade Sales of Bottled Water by Category: Value 2017-2022

Table 57 Off-trade Sales of Bottled Water by Category: % Volume Growth 2017-2022

Table 58 Off-trade Sales of Bottled Water by Category: % Value Growth 2017-2022

Table 59 NBO Company Shares of Off-trade Bottled Water: % Volume 2018-2022

Table 60 LBN Brand Shares of Off-trade Bottled Water: % Volume 2019-2022

Table 61 NBO Company Shares of Off-trade Bottled Water: % Value 2018-2022

Table 62 LBN Brand Shares of Off-trade Bottled Water: % Value 2019-2022

Table 63 Forecast Off-trade Sales of Bottled Water by Category: Volume 2022-2027

Table 64 □Forecast Off-trade Sales of Bottled Water by Category: Value 2022-2027

Table 65 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2022-2027

Table 66 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2022-2027

SPORTS DRINKS IN TUNISIA

2022 DEVELOPMENTS

Limited availability and near zero visibility translate to negligible sales

PROSPECTS AND OPPORTUNITIES

Gradual entry expected as sports nutrition becomes a more popular topic

ENERGY DRINKS IN TUNISIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

A significant presence in the parallel market

On-trade volume decline in 2022

Hell: the new energy drink

PROSPECTS AND OPPORTUNITIES

Parallel market set to be the main threat over the forecast period

Potential for further development of domestic brands

Price will continue to rise

CATEGORY DATA

Table 67 Off-trade Sales of Energy Drinks: Volume 2017-2022

Table 68 Off-trade Sales of Energy Drinks: Value 2017-2022

Table 69 Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022

Table 70 Off-trade Sales of Energy Drinks: % Value Growth 2017-2022

Table 71 NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022

Table 72 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022

Table 73 NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 74 LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022

Table 75 Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027

Table 76 □Forecast Off-trade Sales of Energy Drinks: Value 2022-2027

Table 77 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027

Table 78 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

CONCENTRATES IN TUNISIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Powder concentrates sees volume sales continue to fall

International player Monin building a premium presence

Domestic brands struggle to build volumes

PROSPECTS AND OPPORTUNITIES

Powder concentrates: an endangered category

Cocktail craze attracts international players

Tunisian brands: a blurry situation over the forecast period

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 79 Off-trade Sales of Concentrates (RTD) by Category: Volume 2017-2022

Table 80 Off-trade Sales of Concentrates by Category: Value 2017-2022

Table 81 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2017-2022

Table 82 Off-trade Sales of Concentrates by Category: % Value Growth 2017-2022

Table 83 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2018-2022

Table 84 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2019-2022

Table 85 NBO Company Shares of Off-trade Concentrates: % Value 2018-2022

Table 86 LBN Brand Shares of Off-trade Concentrates: % Value 2019-2022

Table 87 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2018-2022

Table 88 □LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2022

Table 89 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2018-2022

Table 90 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2022

Table 91 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2022-2027

Table 92 □Forecast Off-trade Sales of Concentrates by Category: Value 2022-2027

Table 93 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2022-2027

Table 94 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2022-2027

RTD TEA IN TUNISIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

A new product launched in 2022

A niche category appreciated by a limited number of consumers

Presence of illegal market in RTD tea

PROSPECTS AND OPPORTUNITIES

RTD tea is a growing niche in Tunisia

A total absence of local players

Lipton RTD tea from the legal to the illegal market

CATEGORY DATA

Table 95 Off-trade Sales of RTD Tea by Category: Volume 2017-2022

Table 96 Off-trade Sales of RTD Tea by Category: Value 2017-2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 97 Off-trade Sales of RTD Tea by Category: % Volume Growth 2017-2022
Table 98 Off-trade Sales of RTD Tea by Category: % Value Growth 2017-2022
Table 99 NBO Company Shares of Off-trade RTD Tea: % Volume 2018-2022
Table 100 LBN Brand Shares of Off-trade RTD Tea: % Volume 2019-2022
Table 101 NBO Company Shares of Off-trade RTD Tea: % Value 2018-2022
Table 102 LBN Brand Shares of Off-trade RTD Tea: % Value 2019-2022
Table 103 Forecast Off-trade Sales of RTD Tea by Category: Volume 2022-2027
Table 104 □Forecast Off-trade Sales of RTD Tea by Category: Value 2022-2027
Table 105 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2022-2027
Table 106 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2022-2027

RTD COFFEE IN TUNISIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTD coffee enters the mainstream, though COVID-19 crisis stalls progress

Starbucks RTD coffee, the new player in the Tunisian market

A niche market targeting upper incomes consumers

PROSPECTS AND OPPORTUNITIES

A niche category with positive growth expected

The entry of new international players is likely over the forecast period

Soft Drinks in Tunisia

Market Direction | 2022-12-21 | 66 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	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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="2026-02-09"/>
		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