

Tunisia Fruit and Vegetable Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 130 pages | Mordor Intelligence

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Report description:

The Tunisian fruit and vegetable market is projected to register a CAGR of 3.7% during the forecast period (2022-2027).

The global COVID-19 pandemic had a significant impact on the fruit and vegetable market in Tunisia. The supply of fruits was negatively affected due to lockdown and social distancing measures as fruit farming is labor-intensive. The transportation problems due to COVID-19-related restrictions reduced the fruit and vegetable market supply to the local markets, resulting in the stockpiling with the producers, leading to wastage of food.

The Tunisian fruit and vegetable market is one of the strategic sectors of the country's economy. In 2020, Tunisia produced 3.14 million metric ton of vegetables, 1,423,000 metric ton of tomatoes, 366,000 metric ton of citrus, and 332,000 metric ton of dates. Tunisian agriculture is of vital importance, as it contributed to 9.1% of the GDP in 2020. Olives, dates, and fresh fruits are grown for both international and domestic consumption. Agricultural produce contributes to 6.0% of the total export earnings in the region. Tunisia is the second-largest exporter of organic products, with an area of 297,137 hectares. Its share of total agricultural land is 3.0%, which mainly includes olive, date, vegetable, aromatic and medicinal plants, and vines. About 80.0% of the Tunisian organic produce is exported, and it is the only African country that has the recognition of equivalence with the EU and Switzerland pertaining to organic agriculture.

Tunisia Fruit & Vegetable Market Trends

Export of Fruits and Vegetables

The exceptionally dry climate of Tunisia contributes to a very low incidence of aflatoxin in the dried fruits and, thereby, it has

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made the country one of the major exporters of dried fruits in that region. The geography and the proximity to large international markets, like the European, Middle Eastern, and North African (MENA) regions, have made Tunisia the gateway for other African countries. Minimum support price, market liberalization, enhanced rural transport infrastructure, and incentives for investment are also driving the fruit and vegetable market in Tunisia.

According to the data, pomegranates and watermelons were Tunisia's most exported fruits in 2021, with volumes exceeding 12,000 metric ton, followed by peaches with 9,200 metric ton. Morocco, Libya, France, Italy, Germany, and Spain are some of the major importers of Tunisian fruits, whereas Italy, France, the Netherlands, and Germany are the major importers of Tunisian vegetables.

Vegetable Production Dominates the Market

Tunisia leads in the production of vegetables compared to fruits, which accounted for 3,138,362 metric ton in 2020. This was a 3.22% increase compared to the production volume in 2019. Fruit production increased in 2020, accounting for 1,310,961 metric ton. Tomatoes, onion, chili, pepper, carrots, pumpkins, and cucumber are some of the vegetables grown majorly in the region, among which tomatoes and potatoes are the important comestibles of Tunisians.

The cultivation of processing tomatoes occupies a strategic position in the agricultural development policy of the country. According to the Ministry of agriculture, the sector mobilizes more than 10,000 farmers, with a total area that exceeded 16,000 hectares in 2020, for an estimated production of 1.2 million metric ton. Thus, the production of vegetables in the region has been significantly increasing in recent years, showing growth in production.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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