

## **Grocery Retailers in Tunisia**

Market Direction | 2023-04-07 | 21 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

In 2022 grocery retailers in Tunisia faced a multitude of challenges, including supply shortages and fluctuating consumer demand. A significant contributing factor to these challenges was the rapid escalation of consumer prices, which surged to 14.6%-a stark contrast to the overall inflation rate of 7.5%. The most severely impacted product areas included eggs, with a 38% price increase, beef meat, rising by 26.3%, and edible oils, experiencing a 22.3% uptick. As the economic crisis intensified,...

Euromonitor International's Grocery Retailers in Tunisia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Convenience Retailers, Discounters, Foods/Drink/Tobacco Specialists, Hypermarkets, Small Local Grocers, Supermarkets, Warehouse Clubs.

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

Why buy this report?

- \* Get a detailed picture of the Grocery Retailers 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,

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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.

## **Table of Contents:**

Grocery Retailers in Tunisia  
Euromonitor International  
April 2023

### List Of Contents And Tables

#### GROCERY RETAILERS IN TUNISIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Tumultuous times prompt intervention to reduce prices

Carrefour adapts to evolving demand and secures leadership

Forecourt retailers benefit from investment in petrol stations

##### PROSPECTS AND OPPORTUNITIES

Food insecurity to continue as political tensions pose potential threat to growth

New development to bolster urban-based outlets, though more work is needed to promote substantial growth overall

Discounters to gain further ground, driven by Aziza's aggressive expansion

##### CHANNEL DATA

Table 1 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 2 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 3 Sales in Grocery Retailers by Channel: Value 2017-2022

Table 4 Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 5 Grocery Retailers Outlets by Channel: Units 2017-2022

Table 6 Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 7 Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 8 Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 9 Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 10 □ Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 11 □ Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 12 □ Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

Table 13 □ Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

Table 14 □ Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Table 15 □ Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

##### RETAIL IN TUNISIA

##### EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

##### MARKET DATA

Table 16 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 17 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 18 Sales in Retail Offline by Channel: Value 2017-2022

Table 19 Sales in Retail Offline by Channel: % Value Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 20 Retail Offline Outlets by Channel: Units 2017-2022  
Table 21 Retail Offline Outlets by Channel: % Unit Growth 2017-2022  
Table 22 Retail GBO Company Shares: % Value 2018-2022  
Table 23 Retail GBN Brand Shares: % Value 2019-2022  
Table 24 Retail Offline GBO Company Shares: % Value 2018-2022  
Table 25 □Retail Offline GBN Brand Shares: % Value 2019-2022  
Table 26 □Retail Offline LBN Brand Shares: Outlets 2019-2022  
Table 27 □Retail E-Commerce GBO Company Shares: % Value 2018-2022  
Table 28 □Retail E-Commerce GBN Brand Shares: % Value 2019-2022  
Table 29 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027  
Table 30 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027  
Table 31 □Forecast Sales in Retail Offline by Channel: Value 2022-2027  
Table 32 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027  
Table 33 □Forecast Retail Offline Outlets by Channel: Units 2022-2027  
Table 34 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

## Grocery Retailers in Tunisia

Market Direction | 2023-04-07 | 21 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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="2026-02-12"/>
		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