

Sugar Confectionery in Tunisia

Market Direction | 2023-07-10 | 18 pages | Euromonitor

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Report description:

Pastilles, gummies, jellies and chews recorded the highest retail volume and current value growth in 2023, due to robust sales performance of local and international brands. The Tunisian company Societe Tunisienne de Chocolaterie et de Confiserie (SOTUCHOC) is pushing its Happy Full brand in 2023 with a number of new products, following its initial launch in 2021. SOTUCHOC holds a much smaller share in sugar confectionery than it does in chocolate confectionery, but is nevertheless known for sev...

Euromonitor International's Sugar Confectionery in Tunisia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

Why buy this report?

- * Get a detailed picture of the Sugar Confectionery 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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