

Tunisia Couscous Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-09-04 | 121 pages | IMARC Group

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Report description:

Market Overview:

The Tunisia couscous market size reached 159,300 Tonnes in 2022. Looking forward, IMARC Group expects the market to reach 183,200 Tonnes by 2028, exhibiting a growth rate (CAGR) of 2.25% during 2023-2028.

Couscous refers to a type of North African food that is prepared by crushed and steamed semolina made of durum wheat. Apart from being versatile and economical, couscous is loaded with nutritional qualities and provides macro and micro-nutrients required in a balanced diet. Couscous is the national dish of Tunisia and is generally served as a main course by combining sauces, meat, and vegetables, or as dessert, salad, sides, etc.

Owing to the growing working population with hectic and stressful lifestyles; convenient and easy-to-cook food products, such as couscous, have gained increasing popularity in the region. Furthermore, the rapid consumer shift towards high-protein and low-calorie diet in Tunisia has further catalyzed the demand for couscous. Additionally, couscous is convenient, affordable, and can be used in various traditional Tunisian recipes by mixing it with lamb meat, fish meat, or dry fruits, etc. Moreover, catalyzed by the rapid growth of the foodservice sector, along with the strengthening of retail channels in the country, the consumption of couscous is expected to rise in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the Tunisia couscous market report, along with forecasts for the period 2023-2028. Our report has categorized the market based on thickness, SKUs and distribution channel.

Breakup by Thickness:

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Fine Couscous
Medium Couscous
Thick Couscous

Breakup by SKUs:

1 Kg
5 Kg
25 Kg
Others

Breakup by Distribution Channel:

Supermarkets and Hypermarkets
Convenience Stores
Independent Retailers
Online
Others

Competitive Landscape:

The report has also examined the competitive landscape of the market and some of the key players include L'Epi D'Or, La Rose Blanche Group, La Societe des Industries Alimentaires Maghrebine (SIAM), Medilife, and Societe Les Industries Alimentaires Randa SA (SIA RANDA).

Key Questions Answered in This Report:

How has the Tunisia couscous market performed so far and how will it perform in the coming years?
What has been the impact of COVID-19 on the Tunisia couscous market?
What is the breakup of the Tunisia couscous market based on the thickness?
What is the breakup of the Tunisia couscous market based on the SKUs?
What is the breakup of the Tunisia couscous market based on the distribution channel?
What are the key driving factors and challenges in the Tunisia couscous market?
What is the structure of the Tunisia couscous market and who are the key players?
What is the degree of competition in the Tunisia couscous market?
What is the market share of key players in the Tunisia couscous market?
What is the market share of key brands in the Tunisia couscous market?

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