

Cheese in Tunisia

Market Direction | 2023-09-27 | 17 pages | Euromonitor

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Report description:

The cheese sector in Tunisia has been facing challenges due to the presence of illicit trade and smuggled products in 2022 and 2023. Mainly sold in traditional grocery retailers, these smuggled cheese products come from popular brands such as Kraft, Philadelphia, and Parmigiano Reggiano. Smuggled products are believed to negatively impact the local industry by offering lower prices and competing unfairly with locally produced cheeses and imported cheese sold in legal channels.

Euromonitor International's Cheese 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: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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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