

Meals and Soups in Tunisia

Market Direction | 2023-11-22 | 17 pages | Euromonitor

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Report description:

All soup brands in Tunisia are imported, with Calfort, Ideal and Knorr dominating sales. These brands invest significantly in advertising campaigns, particularly on Middle Eastern television channels, which are widely viewed by Tunisian consumers. Through extensive advertising, imported brands aim to create consumer brand awareness and loyalty, whilst promoting the benefits of consuming soup. International advertising is consequently key to shaping the development of the soup category in Tunisia...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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reliable information resources to help drive informed strategic planning.

Table of Contents:

Meals and Soups in Tunisia
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List Of Contents And Tables

MEALS AND SOUPS IN TUNISIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

International advertising supports soup in Tunisia
Glass jars packaging dominates shelf stable ready meals
Lack of promotion and limited availability hampers pizza market

PROSPECTS AND OPPORTUNITIES

Significant development of shelf stable soup
Higher income urban families will drive demand
Food kits to become a key trend

CATEGORY DATA

Table 1 Sales of Meals and Soups by Category: Volume 2018-2023
Table 2 Sales of Meals and Soups by Category: Value 2018-2023
Table 3 Sales of Meals and Soups by Category: % Volume Growth 2018-2023
Table 4 Sales of Meals and Soups by Category: % Value Growth 2018-2023
Table 5 Sales of Chilled Ready Meals by Ethnicity: % Value 2018-2023
Table 6 Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023
Table 7 Sales of Soup by Leading Flavours: Rankings 2018-2023
Table 8 NBO Company Shares of Meals and Soups: % Value 2019-2023
Table 9 LBN Brand Shares of Meals and Soups: % Value 2020-2023
Table 10 □ Distribution of Meals and Soups by Format: % Value 2018-2023
Table 11 □ Forecast Sales of Meals and Soups by Category: Volume 2023-2028
Table 12 □ Forecast Sales of Meals and Soups by Category: Value 2023-2028
Table 13 □ Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028
Table 14 □ Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

COOKING INGREDIENTS AND MEALS IN TUNISIA

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for cooking ingredients and meals?

MARKET DATA

Table 15 Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023
Table 16 Sales of Cooking Ingredients and Meals by Category: Value 2018-2023
Table 17 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023
Table 18 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

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Table 19 NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 20 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 21 Penetration of Private Label by Category: % Value 2018-2023

Table 22 Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 23 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 24 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 25 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 26 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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