

Baked Goods in Tunisia

Market Direction | 2023-12-01 | 19 pages | Euromonitor

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Report description:

Bread is subsidised in Tunisia and this is causing bottlenecks in 2023. With local wheat production yields significantly lower due to drought, there is increased demand for flour imports for local bakeries. The government controls imports, but with government finances under pressure, there are only limited imports and consequently there are bread shortages, leading to daily queues to buy bread. In addition, shortages of sugar also have an impact on sweet baked goods.

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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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BAKED GOODS IN TUNISIA

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Competitive landscape remains highly fragmented
Unpackaged leavened bread accounts for most volume sales

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