

## **Breakfast Cereals in Tunisia**

Market Direction | 2023-12-01 | 17 pages | Euromonitor

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### **Report description:**

In Tunisia, a notable trend gaining momentum is unpackaged muesli and granola. Muesli and granola is perceived as being more healthy than other breakfast cereals and is a growing segment in itself. However, the unpackaged version is more affordable and this is driving growth. Such is the demand that small local grocers are also offering unpackaged muesli and granola.

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- \* Get a detailed picture of the Breakfast Cereals 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Euromonitor International  
December 2023

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