

Hot Drinks in Tunisia

Market Direction | 2024-01-12 | 33 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Value sales rose significantly throughout hot drinks in Tunisia in 2023, thanks to inflationary pressures and price hikes. By contrast, overall volume sales declined notably. This was largely due to the shortage of several products controlled by the Office de commerce de Tunisie (OCT), which holds a monopoly over a number of product areas within hot drinks, in terms of importation and distribution. These include fresh ground coffee, loose black tea, and green tea - the OCT is importing the vast...

Euromonitor International's Hot Drinks in Tunisia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- * Get a detailed picture of the Hot Drinks 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Hot Drinks in Tunisia
Euromonitor International
January 2024

List Of Contents And Tables

HOT DRINKS IN TUNISIA

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 3 Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 4 Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 9 Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 10 Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 11 NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 12 LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 13 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023

Table 14 Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 15 Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 16 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 17 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 18 Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 19 Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 20 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 21 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 22 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 23 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 24 Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 25 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

COFFEE IN TUNISIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Fresh coffee - the crisis continues

Instant coffee posts dynamic growth despite price hikes

Nespresso enters Tunisia

PROSPECTS AND OPPORTUNITIES

Fresh ground coffee pods faces intensifying competition over the forecast period

Pressing questions regarding OCT's monopoly over fresh coffee

Further price rises anticipated, while competition will heat up within instant coffee

CATEGORY DATA

Table 26 Retail Sales of Coffee by Category: Volume 2018-2023

Table 27 Retail Sales of Coffee by Category: Value 2018-2023

Table 28 Retail Sales of Coffee by Category: % Volume Growth 2018-2023

Table 29 Retail Sales of Coffee by Category: % Value Growth 2018-2023

Table 30 NBO Company Shares of Coffee: % Retail Value 2019-2023

Table 31 LBN Brand Shares of Coffee: % Retail Value 2020-2023

Table 32 Forecast Retail Sales of Coffee by Category: Volume 2023-2028

Table 33 Forecast Retail Sales of Coffee by Category: Value 2023-2028

Table 34 Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028

Table 35 Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

TEA IN TUNISIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Loose black tea faces shortages, prompting smuggling surge

Fruit/herbal tea continues to rise

Ahmad Tea sees continued expansion in 2023

PROSPECTS AND OPPORTUNITIES

Health and wellness trends to drive growth in other tea and fruit/herbal tea, while green tea will rise fastest

Loose black tea set to see further falls

Tea in Tunisia remains an attractive market despite its many challenges

CATEGORY DATA

Table 36 Retail Sales of Tea by Category: Volume 2018-2023

Table 37 Retail Sales of Tea by Category: Value 2018-2023

Table 38 Retail Sales of Tea by Category: % Volume Growth 2018-2023

Table 39 Retail Sales of Tea by Category: % Value Growth 2018-2023

Table 40 NBO Company Shares of Tea: % Retail Value 2019-2023

Table 41 LBN Brand Shares of Tea: % Retail Value 2020-2023

Table 42 Forecast Retail Sales of Tea by Category: Volume 2023-2028

Table 43 Forecast Retail Sales of Tea by Category: Value 2023-2028

Table 44 Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028

Table 45 Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

OTHER HOT DRINKS IN TUNISIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Prices rise in 2023 as category remains dominated by chocolate-based options

Big wins for small packs

Shift in marketing strategies, though children remain primary target audience

PROSPECTS AND OPPORTUNITIES

Smart Chef to gain ground as other new products are anticipated

Children will remain primary consumers of other hot drinks, as prices continue to rise
Modernisation in retail to support growth.

CATEGORY DATA

Table 46 Retail Sales of Other Hot Drinks by Category: Volume 2018-2023

Table 47 Retail Sales of Other Hot Drinks by Category: Value 2018-2023

Table 48 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023

Table 49 Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023

Table 50 NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023

Table 51 LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023

Table 52 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028

Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028

Table 54 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028

Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

Hot Drinks in Tunisia

Market Direction | 2024-01-12 | 33 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com