

Other Hot Drinks in Tunisia

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Report description:

Inflation and other economic pressures meant that other hot drinks saw significant hikes in unit price in Tunisia in 2023. This was further exacerbated by the global increases in raw material costs, especially cacao sourced from west African countries. These combined factors have led to an unprecedented surge in the cost of these commodities, putting pressure on players and consumers.

Euromonitor International's Other 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: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- * Get a detailed picture of the Other 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.

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Big wins for small packs

Shift in marketing strategies, though children remain primary target audience

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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.

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