

Tea in Tunisia

Market Direction | 2024-01-12 | 20 pages | Euromonitor

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Report description:

Like fresh coffee, loose black tea is monopolised by the Office du Commerce de la Tunisie (OCT) in Tunisia for importation and distribution. Due to financial constraints faced by the OCT, leading to an inability to settle payments with international black tea suppliers, the supply of loose black tea has significantly decreased, with its products becoming less and less available through both modern and traditional grocery retailing channels. As a result of the diminished availability of OCT loose...

Euromonitor International's Tea 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: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 Tea 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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