

Bottled Water in Tunisia

Market Direction | 2024-01-23 | 27 pages | Euromonitor

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Report description:

While tap water is available in Tunisia, the quality of it is deteriorating, leading most consumers to stop drinking it. As such, bottled water is considered an essential product for staying hydrated and healthy and consumers are not particularly price sensitive towards it. As consumers increasingly prioritise clean and convenient hydration options, the demand for bottled water continues to rise. These factors helped to maintain volume growth, despite its slowdown, in 2023.

Euromonitor International's Bottled Water 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

Why buy this report?

- * Get a detailed picture of the Bottled Water 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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