

Energy Drinks in Tunisia

Market Direction | 2024-01-23 | 24 pages | Euromonitor

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Report description:

Off-Trade energy drinks experienced a period of stagnation in Tunisia in 2023, in terms of volume sales growth, compared to previous years. This slowdown can be attributed to various factors, including price hikes and inflation. The decrease in Tunisian purchasing power also influenced the demand in 2023, a consequence of the ongoing economic crisis. Further, the presence of a parallel market continued to stand as a significant factor hindering the growth of the legal market.

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

Product coverage: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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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Off-Trade volume stagnation in 2023, while Hell enters the fray

Monster smuggled in from Libya

Vodka consumption supports the on-trade volume growth

PROSPECTS AND OPPORTUNITIES

Volume decrease anticipated

Younger consumers represent the target for energy drinks while the parallel market will continue to threaten growth

International brands will maintain dominance, though domestic development offers potential for growth

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