

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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Table of Contents:

Energy Drinks in Tunisia
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List Of Contents And Tables

ENERGY DRINKS IN TUNISIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 2 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

SOFT DRINKS IN TUNISIA

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

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Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 28 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 32 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 33 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 34 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 35 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 39 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 40 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 41 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 42 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 43 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 44 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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