

Tunisia Couscous Market Report by Thickness (Fine Couscous, Medium Couscous, Thick Couscous), SKUs (1 Kg, 5 Kg, 25 Kg, and Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Independent Retailers, Online, and Others) 2024-2032

Market Report | 2024-07-01 | 130 pages | IMARC Group

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Report description:

The Tunisia couscous market size reached 163,100 Tonnes in 2023. Looking forward, IMARC Group expects the market to reach 196,900 Tonnes by 2032, exhibiting a growth rate (CAGR) of 2.1% during 2024-2032.

Couscous refers to a type of North African food that is prepared by crushed and steamed semolina made of durum wheat. Apart from being versatile and economical, couscous is loaded with nutritional qualities and provides macro and micro-nutrients required in a balanced diet. Couscous is the national dish of Tunisia and is generally served as a main course by combining sauces, meat, and vegetables, or as dessert, salad, sides, etc.

Owing to the growing working population with hectic and stressful lifestyles; convenient and easy-to-cook food products, such as couscous, have gained increasing popularity in the region. Furthermore, the rapid consumer shift towards high-protein and low-calorie diet in Tunisia has further catalyzed the demand for couscous. Additionally, couscous is convenient, affordable, and can be used in various traditional Tunisian recipes by mixing it with lamb meat, fish meat, or dry fruits, etc. Moreover, catalyzed by the rapid growth of the foodservice sector, along with the strengthening of retail channels in the country, the consumption of couscous is expected to rise in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the Tunisia couscous market report, along with forecasts for the period 2024-2032. Our report has categorized the market based on thickness, SKUs and distribution channel.

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Breakup by Thickness:

Fine Couscous
Medium Couscous
Thick Couscous

Breakup by SKUs:

1 Kg
5 Kg
25 Kg
Others

Breakup by Distribution Channel:

Supermarkets and Hypermarkets
Convenience Stores
Independent Retailers
Online
Others

Competitive Landscape:

The report has also examined the competitive landscape of the market and some of the key players include L'Epi D'Or, La Rose Blanche Group, La Societe des Industries Alimentaires Maghrebine (SIAM), Medilife, and Societe Les Industries Alimentaires Randa SA (SIA RANDA).

Key Questions Answered in This Report:

How has the Tunisia couscous market performed so far and how will it perform in the coming years?
What has been the impact of COVID-19 on the Tunisia couscous market?
What is the breakup of the Tunisia couscous market based on the thickness?
What is the breakup of the Tunisia couscous market based on the SKUs?
What is the breakup of the Tunisia couscous market based on the distribution channel?
What are the key driving factors and challenges in the Tunisia couscous market?
What is the structure of the Tunisia couscous market and who are the key players?
What is the degree of competition in the Tunisia couscous market?
What is the market share of key players in the Tunisia couscous market?
What is the market share of key brands in the Tunisia couscous market?

Table of Contents:

1 Preface
2 Scope and Methodology
2.1 Objectives of the Study
2.2 Stakeholders
2.3 Data Sources
2.3.1 Primary Sources
2.3.2 Secondary Sources

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- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology
- 3 Executive Summary
- 4 Introduction
 - 4.1 Overview
 - 4.2 Key Industry Trends
- 5 Tunisia Couscous Market
 - 5.1 Market Overview
 - 5.2 Market Performance
 - 5.3 Impact of COVID-19
 - 5.4 Market Forecast
- 6 Market Breakup by Thickness
 - 6.1 Fine Couscous
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
 - 6.2 Medium Couscous
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
 - 6.3 Thick Couscous
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
- 7 Market Breakup by SKUs
 - 7.1 1 Kg
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
 - 7.2 5 Kg
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
 - 7.3 25 Kg
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
 - 7.4 Others
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
- 8 Market Breakup by Distribution Channel
 - 8.1 Supermarkets and Hypermarkets
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
 - 8.2 Convenience Stores
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
 - 8.3 Independent Retailers
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
 - 8.4 Online

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- 8.4.1 Market Trends
- 8.4.2 Market Forecast
- 8.5 Others
 - 8.5.1 Market Trends
 - 8.5.2 Market Forecast
- 9 SWOT Analysis
 - 9.1 Overview
 - 9.2 Strengths
 - 9.3 Weaknesses
 - 9.4 Opportunities
 - 9.5 Threats
- 10 Value Chain Analysis
 - 10.1 Overview
 - 10.2 Inbound Logistics
 - 10.3 Operations
 - 10.4 Outbound Logistics
 - 10.5 Marketing and Sales
- 11 Prices Analysis
- 12 Porters Five Forces Analysis
 - 12.1 Overview
 - 12.2 Bargaining Power of Buyers
 - 12.3 Bargaining Power of Suppliers
 - 12.4 Degree of Competition
 - 12.5 Threat of New Entrants
 - 12.6 Threat of Substitutes
- 13 Competitive Landscape
 - 13.1 Market Structure
 - 13.2 Key Players Product Benchmarking
 - 13.3 Key Players & Brands Market Share
 - 13.4 Profiles of Key Players
 - 13.4.1 L'Epi D'Or
 - 13.4.1.1 Company Overview
 - 13.4.1.2 Product Portfolio
 - 13.4.1.3 SWOT Analysis
 - 13.4.2 La Rose Blanche Group
 - 13.4.2.1 Company Overview
 - 13.4.2.2 Product Portfolio
 - 13.4.2.3 SWOT Analysis
 - 13.4.3 La Societe des Industries Alimentaires Maghrebine (SIAM)
 - 13.4.3.1 Company Overview
 - 13.4.3.2 Product Portfolio
 - 13.4.3.3 SWOT Analysis
 - 13.4.4 Medilife
 - 13.4.4.1 Company Overview
 - 13.4.4.2 Product Portfolio
 - 13.4.4.3 SWOT Analysis
 - 13.4.5 Societe Les Industries Alimentaires Randa SA (SIA RANDA)

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- 13.4.5.1 Company Overview
- 13.4.5.2 Product Portfolio
- 13.4.5.3 SWOT Analysis

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