

Sugar Confectionery in Tunisia

Market Direction | 2024-07-09 | 20 pages | Euromonitor

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Report description:

In 2024, consumers of sugar confectionery in Tunisia continue to exhibit significant price-sensitive purchasing choices. This consumer behaviour is influenced by the substantial price increases seen in the category, primarily attributed to inflation and rises in sugar prices, which is imported by the government for use in local confectionery manufacturing. Despite price hikes, sugar confectionery is set to maintain moderate retail volume growth over 2024, only marginally slower than the 2023 per...

Euromonitor International's Sugar Confectionery in Tunisia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

Why buy this report?

- * Get a detailed picture of the Sugar Confectionery 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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reliable information resources to help drive informed strategic planning.

Table of Contents:

Sugar Confectionery in Tunisia

Euromonitor International

July 2024

List Of Contents And Tables

SUGAR CONFECTIONERY IN TUNISIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar confectionery shows resilience in the face of price increases

Medicated confectionery continues to move towards the mainstream

Domestic and international players vie for a competitive edge

PROSPECTS AND OPPORTUNITIES

Economic pressures to continue to weigh upon sugar confectionery

Economy and health and wellness products to gain momentum

Medicated confectionery to continue to gain traction as an alternative to traditional medications

CATEGORY DATA

Summary 1 Other Sugar Confectionery by Product Type: 2024

Table 1 Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 2 Sales of Sugar Confectionery by Category: Value 2019-2024

Table 3 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 4 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 5 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 6 NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 7 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 8 Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 9 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 10 □Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 11 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

SNACKS IN TUNISIA

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 13 Sales of Snacks by Category: Volume 2019-2024

Table 14 Sales of Snacks by Category: Value 2019-2024

Table 15 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 16 Sales of Snacks by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Snacks: % Value 2020-2024

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Table 18 LBN Brand Shares of Snacks: % Value 2021-2024

Table 19 Penetration of Private Label by Category: % Value 2019-2024

Table 20 Distribution of Snacks by Format: % Value 2019-2024

Table 21 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 22 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 23 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 2 Research Sources

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