

Drinking Milk Products in Tunisia

Market Direction | 2024-08-27 | 19 pages | Euromonitor

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Report description:

Domestic company Societe Tunisienne des Industries Alimentaires STIAL continues to dominate sales of flavoured milk drinks in Tunisia in 2024 with it reporting a further increase in its value share. The company offers Tunisian consumers four different brands to choose from with Centrale Laitiere de Mahdia Vitalait SA being the only other player to offer significant competition in the category with its Vitalio brand. Tunisienne des Industries Alimentaires STIAL's category leadership is due to its...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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