

## **Baked Goods in Tunisia**

Market Direction | 2024-12-05 | 19 pages | Euromonitor

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### **Report description:**

While current and constant value sales are expected to increase for baked goods in Tunisia in 2024, volume sales are expected to be unchanged, in what is a bleak economic picture, with continuing high inflation and worryingly high levels of debt. While unpackaged leavened bread is subsidised, there are price rises across all other product areas, due to the rising costs of products like wheat, flour, sugar and nuts. Players have responded by focusing on smaller size offerings, in order to reduce...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- \* Get a detailed picture of the Baked Goods 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Euromonitor International  
December 2024

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Competitive landscape remains highly fragmented  
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Value growth though added benefits  
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