

Breakfast Cereals in Tunisia

Market Direction | 2024-12-05 | 17 pages | Euromonitor

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Report description:

While value sales continue to be low for breakfast cereals in Tunisia in 2024, it is expected to register both positive growth in value and volume sales. Widespread advertising about the nutritional benefits of breakfast cereal, as well as the convenience, is driving growth, with players positioning breakfast cereal as providing health benefits. Children's breakfast cereals continues to account for most value sales.

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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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