

Edible Oils in Tunisia

Market Direction | 2024-12-06 | 19 pages | Euromonitor

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Report description:

The shortage of subsidised vegetable oil (priced at TND0.9 per litre) distributed by the Tunisian Ministry of Trade is impacting demand in 2024. This has pushed consumers towards private, packaged vegetable oil brands, which have seen price increases due to the escalating cost of imported seeds from the US, Ukraine and Russia. As a result of price hikes, consumers are increasingly opting for larger pack sizes, including 3- and 5-litre bottles of vegetable oil, to get better value for money.

Euromonitor International's Edible Oils 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: Corn Oil, Olive Oil, Other Edible Oil, Palm Oil, Rapeseed Oil, Soy Oil, Sunflower Oil.

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

Why buy this report?

- * Get a detailed picture of the Edible Oils 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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