

## **Juice in Tunisia**

Market Direction | 2025-01-20 | 26 pages | Euromonitor

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### **Report description:**

The demand for fresh packaged juice has witnessed notable growth in Tunisia in 2024, reflecting a shift in consumer behaviour. Traditionally, fresh juice in Tunisia has been homemade, crafted from locally available fruits such as lemons, strawberries, pears, and oranges. However, with the modernisation of society and changing lifestyles, the availability and popularity of packaged fresh juice brands have grown considerably. This category has become particularly prominent during the summer months...

Euromonitor International's Juice in Tunisia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2020-2024), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars.

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

Why buy this report?

- \* Get a detailed picture of the Juice 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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