

Consumer Lifestyles in Tunisia

<https://marketpublishers.com/r/CFE2E2E2E76EN.html>

Date: October 2014

Pages: 32

Price: US\$ 2,100.00 (Single User License)

ID: CFE2E2E2E76EN

Abstracts

Consumers have dealt with a worrisome social and economic climate since 2011 and many have curbed household spending. Regardless, there is an optimistic outlook regarding the country's direction and many look forward to the recovery of the tourism sector, among other crucial sectors, and the jobs and economic security that recovery will bring. Well-educated and globally connected, Tunisia's young consumers are expected to drive the development of a modern consumer culture in coming years.

Euromonitor's Consumer Lifestyles in Tunisia report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

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Get a detailed picture of the Consumer Lifestyles 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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