

# Ice Cream and Frozen Desserts in Tunisia

<https://marketpublishers.com/r/I2018ECD833EN.html>

Date: June 2021

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: I2018ECD833EN

## Abstracts

The economic impact of measures implemented to curb the spread of COVID-19 have led to heightened consumer budget-consciousness, with job losses and pay cuts significantly undermining purchasing power and forcing consumers to focus spending on essential items to the detriment of categories such as ice cream and frozen desserts. Shop closures and lockdown restrictions also affected consumer behaviour, leading to cutbacks on spending.

Euromonitor International's Ice Cream and Frozen Desserts 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 2016-2020, 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 directly informs our forecasts to 2025, clearly indicating how the market is expected to change.

**Product coverage:** Frozen Desserts, Ice Cream.

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

### Why buy this report?

Get a detailed picture of the Ice Cream and Frozen Desserts 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.

## Contents

### ICE CREAM AND FROZEN DESSERTS IN TUNISIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Budget-conscious consumers focusing spending on essential items

Ice cream and frozen desserts not suited to delivery services

Domestic manufacturer dominates

#### PROSPECTS AND OPPORTUNITIES

Little immediate potential for health-orientated innovation

Easing of restrictions to boost demand

Potential for development

#### CATEGORY DATA

Table 1 Sales of Ice Cream and Frozen Desserts by Category: Volume 2016-2021

Table 2 Sales of Ice Cream and Frozen Desserts by Category: Value 2016-2021

Table 3 Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2016-2021

Table 4 Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2016-2021

Table 5 NBO Company Shares of Ice Cream and Frozen Desserts: % Value 2017-2021

Table 6 LBN Brand Shares of Ice Cream and Frozen Desserts: % Value 2018-2021

Table 7 NBO Company Shares of Ice Cream: % Value 2017-2021

Table 8 LBN Brand Shares of Ice Cream: % Value 2018-2021

Table 9 NBO Company Shares of Frozen Desserts: % Value 2017-2021

Table 10 LBN Brand Shares of Frozen Desserts: % Value 2018-2021

Table 11 Distribution of Ice Cream and Frozen Desserts by Format: % Value 2016-2021

Table 12 Distribution of Ice Cream by Format: % Value 2016-2021

Table 13 Distribution of Frozen Desserts by Format: % Value 2016-2021

Table 14 Forecast Sales of Ice Cream and Frozen Desserts by Category: Volume 2021-2026

Table 15 Forecast Sales of Ice Cream and Frozen Desserts by Category: Value 2021-2026

Table 16 Forecast Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2021-2026

Table 17 Forecast Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2021-2026

### SNACKS IN TUNISIA

#### EXECUTIVE SUMMARY

Snacks in 2021: The big picture

Key trends in 2021

Competitive landscape

Channel developments

What next for snacks?

## MARKET DATA

Table 18 Sales of Snacks by Category: Volume 2016-2021

Table 19 Sales of Snacks by Category: Value 2016-2021

Table 20 Sales of Snacks by Category: % Volume Growth 2016-2021

Table 21 Sales of Snacks by Category: % Value Growth 2016-2021

Table 22 NBO Company Shares of Snacks: % Value 2017-2021

Table 23 LBN Brand Shares of Snacks: % Value 2018-2021

Table 24 Distribution of Snacks by Format: % Value 2016-2021

Table 25 Forecast Sales of Snacks by Category: Volume 2021-2026

Table 26 Forecast Sales of Snacks by Category: Value 2021-2026

Table 27 Forecast Sales of Snacks by Category: % Volume Growth 2021-2026

Table 28 Forecast Sales of Snacks by Category: % Value Growth 2021-2026

## DISCLAIMER

## SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Ice Cream and Frozen Desserts in Tunisia

Product link: <https://marketpublishers.com/r/I2018ECD833EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I2018ECD833EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970