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Noodles in Tunisia

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Abstracts

Although noodles remains a niche category, only capturing sales of TND16 million, there was healthy growth in 2014, at 10% and 3% in retail value and volume terms respectively. Value growth was mainly driven by rising unit prices, whilst retail volume growth continued to be influenced by the rising number of Asian restaurants opening up across the country, which is raising consumer awareness and curiosity regarding noodles and thus contributing to growing demand. Also, the growing convenience...

Euromonitor International's Noodles 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 2010-2014, 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 new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

Product coverage: Chilled Noodles, Frozen Noodles, Instant Noodles, Plain Noodles, Snack Noodles.

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

Why buy this report?

Get a detailed picture of the Noodles market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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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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Contents

Headlines
Trends
Competitive Landscape
Prospects
Category Data
Table 1 Sales of Noodles by Category: Volume 2009-2014
Table 2 Sales of Noodles by Category: Value 2009-2014
Table 3 Sales of Noodles by Category: % Volume Growth 2009-2014
Table 4 Sales of Noodles by Category: % Value Growth 2009-2014
Table 5 NBO Company Shares of Noodles: % Value 2010-2014
Table 6 LBN Brand Shares of Noodles: % Value 2011-2014
Table 7 Distribution of Noodles by Format: % Value 2009-2014
Table 8 Forecast Sales of Noodles by Category: Volume 2014-2019
Table 9 Forecast Sales of Noodles by Category: Value 2014-2019
Table 10 Forecast Sales of Noodles by Category: % Volume Growth 2014-2019
Table 11 Forecast Sales of Noodles by Category: % Value Growth 2014-2019
Executive Summary
Healthy Growth Recorded Across All Packaged Food Categories, Despite Rising Prices
Rising Demand for Convenience Pushes Growth in 2014
Artisanal Products and Domestic Manufacturers Continue To Lead
Traditional Grocery Retailers Dominates, Whilst Modern Outlets Intensify the Competition
Strong Growth Expected Over the Forecast Period
Foodservice - Key Trends and Developments
Headlines
Trends
Competitive Landscape
Prospects
Category Data
Table 12 Foodservice Sales of Packaged Food by Category: Volume 2009-2014
Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth 2009-2014
Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume 2014-2019
Table 15 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2014-2019
Impulse and Indulgence Products - Key Trends and Developments

Headlines
Trends
Competitive Landscape
Prospects
Category Data
Table 16 Sales of Impulse and Indulgence Products by Category: Volume 2009-2014
Table 17 Sales of Impulse and Indulgence Products by Category: Value 2009-2014
Table 18 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2009-2014
Table 19 Sales of Impulse and Indulgence Products by Category: % Value Growth 2009-2014
Table 20 NBO Company Shares of Impulse and Indulgence Products: % Value 2010-2014
Table 21 LBN Brand Shares of Impulse and Indulgence Products: % Value 2011-2014
Table 22 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2014-2019
Table 23 Forecast Sales of Impulse and Indulgence Products by Category: Value 2014-2019
Table 24 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2014-2019
Table 25 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2014-2019
Meal Solutions - Key Trends and Developments
Headlines
Trends
Competitive Landscape
Prospects
Category Data
Table 26 Sales of Meal Solutions by Category: Volume 2009-2014
Table 27 Sales of Meal Solutions by Category: Value 2009-2014
Table 28 Sales of Meal Solutions by Category: % Volume Growth 2009-2014
Table 29 Sales of Meal Solutions by Category: % Value Growth 2009-2014
Table 30 NBO Company Shares of Meal Solutions: % Value 2010-2014
Table 31 LBN Brand Shares of Meal Solutions: % Value 2011-2014
Table 32 Forecast Sales of Meal Solutions by Category: Volume 2014-2019
Table 33 Forecast Sales of Meal Solutions by Category: Value 2014-2019
Table 34 Forecast Sales of Meal Solutions by Category: % Volume Growth 2014-2019
Table 35 Forecast Sales of Meal Solutions by Category: % Value Growth 2014-2019
Nutrition/staples - Key Trends and Developments

Headlines
Trends
Competitive Landscape
Prospects
Category Data
Table 36 Sales of Nutrition/Staples by Category: Volume 2009-2014
Table 37 Sales of Nutrition/Staples by Category: Value 2009-2014
Table 38 Sales of Nutrition/Staples by Category: % Volume Growth 2009-2014
Table 39 Sales of Nutrition/Staples by Category: % Value Growth 2009-2014
Table 40 NBO Company Shares of Nutrition/Staples: % Value 2010-2014
Table 41 LBN Brand Shares of Nutrition/Staples: % Value 2011-2014
Table 42 Forecast Sales of Nutrition/Staples by Category: Volume 2014-2019
Table 43 Forecast Sales of Nutrition/Staples by Category: Value 2014-2019
Table 44 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2014-2019
Table 45 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2014-2019
Market Data
Table 46 Sales of Packaged Food by Category: Volume 2009-2014
Table 47 Sales of Packaged Food by Category: Value 2009-2014
Table 48 Sales of Packaged Food by Category: % Volume Growth 2009-2014
Table 49 Sales of Packaged Food by Category: % Value Growth 2009-2014
Table 50 GBO Company Shares of Packaged Food: % Value 2010-2014
Table 51 NBO Company Shares of Packaged Food: % Value 2010-2014
Table 52 LBN Brand Shares of Packaged Food: % Value 2011-2014
Table 53 Distribution of Packaged Food by Format: % Value 2009-2014
Table 54 Distribution of Packaged Food by Format and Category: % Value 2014
Table 55 Forecast Sales of Packaged Food by Category: Volume 2014-2019
Table 56 Forecast Sales of Packaged Food by Category: Value 2014-2019
Table 57 Forecast Sales of Packaged Food by Category: % Volume Growth 2014-2019
Table 58 Forecast Sales of Packaged Food by Category: % Value Growth 2014-2019
Sources
Summary 1 Research Sources

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