

# RTD Coffee in Tunisia

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## Abstracts

The first year of the pandemic was a breakthrough year for sales of RTD coffee in Tunisia. The category has only recently been introduced into the country and the review period saw the category record only marginal sales. Off-trade sales finally broke the TND100,000 mark during 2020 as demand increased amongst affluent urban consumers looking to re-create the on-trade coffee experience from home. However, with more people working from home during the pandemic and preferring to consume home-prepa...

Euromonitor International's RTD Coffee 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 (2017-2021), 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 2026 illustrate how the market is set to change.

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

### Why buy this report?

Get a detailed picture of the RTD Coffee 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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