

Rtds in Tunisia

<https://marketpublishers.com/r/R1B3AA3FBFC5EN.html>

Date: June 2023

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: R1B3AA3FBFC5EN

Abstracts

In 2022, brand leader Smirnoff Ice was unavailable for some periods of the year in the off-trade channels, including supermarkets and hypermarkets, due to import issues. This problematic situation created an important opportunity for other RTDs to make gains in the off-trade. Smirnoff Ice is often referred to as a 'girly' drink as it is heavily consumed by women. This attitude has been present in Tunisia for many years as Tunisian women prefer a sweet alcoholic drink with a low level of alcohol.

Euromonitor International's RTDs 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 (2018-2022), 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

Get a detailed picture of the RTDs 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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