

# Sports Drinks in Tunisia

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## Abstracts

Sales of sports drinks remain negligible in Tunisia in 2021 with sales only present in the parallel market. These products are virtually unknown amongst the country's population, with only those who have spent time living in other countries, such as expatriates, immigrants, and hard-core sports enthusiasts showing interest. The current economic condition and the strict health restrictions did not encourage manufacturers to invest, produce or import this product and Tunisians remain largely unawa...

Euromonitor International's Sports Drinks 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.

**Product coverage:** Reduced Sugar Sports Drinks, Regular Sports Drinks.

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

## Why buy this report?

Get a detailed picture of the Sports Drinks 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

### SPORTS DRINKS IN TUNISIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Limited availability and near-zero visibility translate to negligible sales

#### PROSPECTS AND OPPORTUNITIES

Gradual entry expected as sports nutrition becomes a more popular topic

### SOFT DRINKS IN TUNISIA

#### EXECUTIVE SUMMARY

Soft drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

#### MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2016-2021

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2016-2021

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2016-2021

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2016-2021

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2020

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2020

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2020

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2020

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2016-2021

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2016-2021

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2016-2021

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2016-2021

Table 13 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2017-2021

Table 14 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2021

Table 15 NBO Company Shares of Off-trade Soft Drinks: % Value 2017-2021

Table 16 LBN Brand Shares of Off-trade Soft Drinks: % Value 2018-2021

Table 17 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2016-2021

Table 18 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2021

Table 19 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2021-2026

Table 20 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2021-2026

Table 21 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2021-2026

Table 22 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2021-2026

Table 23 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2021-2026

Table 24 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2021-2026

Table 25 Forecast Off-trade Sales of Soft Drinks by Category: Value 2021-2026

Table 26 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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