

Staple Foods in Tunisia

<https://marketpublishers.com/r/SFA8DC7E653BEN.html>

Date: December 2023

Pages: 52

Price: US\$ 2,100.00 (Single User License)

ID: SFA8DC7E653BEN

Abstracts

The Tunisian economy continues to struggle and its agricultural sector is particularly negatively impacted by drought. Inflation still remains high, especially for food, and this is reflected in a muted performance for staple foods, with minimal constant value and volume growth.

Euromonitor International's Staple Foods 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 2018-2022, 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 directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and 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 Staple Foods 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

Staple Foods in Tunisia

Euromonitor International

December 2023

List Of Contents And Tables

STAPLE FOODS IN TUNISIA

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 1 Sales of Staple Foods by Category: Volume 2018-2023

Table 2 Sales of Staple Foods by Category: Value 2018-2023

Table 3 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 4 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 6 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 7 Distribution of Staple Foods by Format: % Value 2018-2023

Table 8 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 9 Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 10 Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

BAKED GOODS IN TUNISIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bread shortages leads to queues at local bakeries

Competitive landscape remains highly fragmented

Unpackaged leavened bread accounts for most volume sales

PROSPECTS AND OPPORTUNITIES

Positive outlook over the forecast period

Bakeries adapt to changing operating environment

Pastries register highest volume growth

CATEGORY DATA

Table 12 Sales of Baked Goods by Category: Volume 2018-2023

Table 13 Sales of Baked Goods by Category: Value 2018-2023

Table 14 Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 15 Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Baked Goods: % Value 2019-2023

Table 17 LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 18 Distribution of Baked Goods by Format: % Value 2018-2023

Table 19 Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 20 Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 21 Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 22 Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

BREAKFAST CEREALS IN TUNISIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Emerging trend of unpackaged muesli and granola

Grain d'Or dominates, though is losing value share

Modern grocery retailers key channel for breakfast cereals

PROSPECTS AND OPPORTUNITIES

Moderate value and volume growth in 2023

Increased segmentation, as players look to add value

Muesli and granola and hot cereals register higher volume growth

CATEGORY DATA

Table 23 Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 24 Sales of Breakfast Cereals by Category: Value 2018-2023

Table 25 Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 26 Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 27 NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 28 LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 29 Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 30 Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 31 Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 32 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 33 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN TUNISIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Foodservice registers growth in frozen processed red meat

Increased availability of ham

Local brands dominate

PROSPECTS AND OPPORTUNITIES

Focus on healthier positioning

Frozen processed seafood records lowest volume growth

Meat alternatives see some growth

CATEGORY DATA

Table 34 Sales of Processed Meat, Seafood and Alternatives to Meat by Category:
Volume 2018-2023

Table 35 Sales of Processed Meat, Seafood and Alternatives to Meat by Category:
Value 2018-2023

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: %
Volume Growth 2018-2023

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: %
Value Growth 2018-2023

Table 38 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat:
% Value 2019-2023

Table 39 LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: %
Value 2020-2023

Table 40 Distribution of Processed Meat, Seafood and Alternatives to Meat by Format:
% Value 2018-2023

Table 41 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by
Category: Volume 2023-2028

Table 42 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by
Category: Value 2023-2028

PROCESSED FRUIT AND VEGETABLES IN TUNISIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

New brands in shelf stable vegetables shake-up competition

Imported brands dominate

Tunisians prefer fresh produce when it comes to fruits and vegetables

PROSPECTS AND OPPORTUNITIES

Local players gain value share

Frozen processed vegetables registers healthy performance over forecast period

Modern retail channels drive growth

CATEGORY DATA

Table 43 Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 44 Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 45 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 46 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 47 NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 48 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 49 Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 50 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 51 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 52 Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 53 Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

RICE, PASTA AND NOODLES IN TUNISIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shortages for pasta in 2023

Fall in volume sales for rice

Affordability of instant noodles appeals to cash-strapped consumers

PROSPECTS AND OPPORTUNITIES

Weak performance for pasta and rice over forecast period

Noodles outperforms pasta and rice over forecast period

Retail developments set to support growth

CATEGORY DATA

Table 54 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 55 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 56 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 57 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 59 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 60 NBO Company Shares of Rice: % Value 2019-2023

Table 61 LBN Brand Shares of Rice: % Value 2020-2023

Table 62 NBO Company Shares of Pasta: % Value 2019-2023

Table 63 LBN Brand Shares of Pasta: % Value 2020-2023

Table 64 NBO Company Shares of Noodles: % Value 2019-2023

Table 65 LBN Brand Shares of Noodles: % Value 2020-2023

Table 66 Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 67 Distribution of Rice by Format: % Value 2018-2023

Table 68 Distribution of Pasta by Format: % Value 2018-2023

Table 69 Distribution of Noodles by Format: % Value 2018-2023

Table 70 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 71 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 72 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 73 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

I would like to order

Product name: Staple Foods in Tunisia

Product link: <https://marketpublishers.com/r/SFA8DC7E653BEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SFA8DC7E653BEN.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