

Sweet and Savoury Snacks in Tunisia

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Abstracts

Current value growth of 13% in 2015 was a slight improvement on the review period CAGR increase of 11%. This more dynamic growth was mainly due to the high demand triggered by the growing number of sweet and savoury snacks products available in Tunisia, coupled with the modernisation of retailing which is seeing more supermarkets and hypermarkets outlets opening across the country which are luring more consumers to the larger displays of sweet and savoury snacks.

Euromonitor International's Sweet and Savoury Snacks 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: Crisps, Extruded Snacks, Fruit Snacks, Nuts, Other Sweet and Savoury Snacks, Popcorn, Pretzels, Tortilla Chips.

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

Why buy this report?

Get a detailed picture of the Sweet and Savoury Snacks 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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