

Yoghurt and Sour Milk Products in Tunisia

<https://marketpublishers.com/r/YE9D41B7AC0EN.html>

Date: September 2023

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: YE9D41B7AC0EN

Abstracts

As the economic situation in Tunisia remains challenging, with high inflation rates and a decrease in purchasing power, there has been a rise in the number of economy yoghurt products in 2023.

Local brands such as D?lice, Vitalait, Natilait, and YAB have launched new lines of affordable yoghurt products to cater to consumers' changing needs and demands. These products offer lower prices in smaller packaging and are becoming increasingly popular among budget-conscious consumers.

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Euromonitor International's Yoghurt and Sour Milk Products 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 in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Sour Milk Products, Yoghurt.

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

Why buy this report?

Get a detailed picture of the Yoghurt and Sour Milk Products 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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Euromonitor International
September 2023

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