



Drinking Milk Products in Tunisia

August 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

STIAL increases its dominance in flavoured milk drinks
Semi skimmed shelf stable milk seeing strong recovery in 2024 as supply shortages are addressed
STIAL launches new lactose free milk range as wealthier consumers look for healthier options

PROSPECTS AND OPPORTUNITIES

New government strategies should support the full recovery of semi skimmed shelf stable milk
Flavoured milk drinks with fruit juice showing potential thanks to healthy image
Domestic players to retain their dominance over drinking milk products

CATEGORY DATA

- Table 1 - Sales of Drinking Milk Products by Category: Volume 2019-2024
- Table 2 - Sales of Drinking Milk Products by Category: Value 2019-2024
- Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2020-2024
- Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2021-2024
- Table 7 - Distribution of Drinking Milk Products by Format: % Value 2019-2024
- Table 8 - Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Drinking Milk Products by Category: Value 2024-2029
- Table 10 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Tunisia - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

- Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 16 - Penetration of Private Label by Category: % Value 2019-2024
- Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/drinking-milk-products-in-tunisia/report.