

# Sweet Spreads in Tunisia

December 2024

**Table of Contents** 

## Sweet Spreads in Tunisia - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Price increases force consumers to change purchasing habits
Rising demand for honey due to focus on packaging, branding and targeted advertising
Increasing interest in healthy products and unique flavours

## PROSPECTS AND OPPORTUNITIES

Introduction of more affordable products and promotions to support sales amid price increases Growing opportunity for sweet spreads in the foodservice sector Surge in honey demand set to continue

#### **CATEGORY DATA**

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

# Cooking Ingredients and Meals in Tunisia - Industry Overview

## **EXECUTIVE SUMMARY**

Cooking ingredients and meals in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

## MARKET DATA

- Table 12 Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 13 Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 14 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 15 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 16 NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 17 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 18 Penetration of Private Label by Category: % Value 2019-2024
- Table 19 Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024
- Table 20 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029
- Table 21 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029
- Table 22 Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029
- Table 23 Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

### **DISCLAIMER**

## **SOURCES**

Summary 1 - Research Sources

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