



Baked Goods in Tunisia

December 2023

Table of Contents

Baked Goods in Tunisia - Category analysis

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 1 - Sales of Baked Goods by Category: Volume 2018-2023
Table 2 - Sales of Baked Goods by Category: Value 2018-2023
Table 3 - Sales of Baked Goods by Category: % Volume Growth 2018-2023
Table 4 - Sales of Baked Goods by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Baked Goods: % Value 2019-2023
Table 6 - LBN Brand Shares of Baked Goods: % Value 2020-2023
Table 7 - Distribution of Baked Goods by Format: % Value 2018-2023
Table 8 - Forecast Sales of Baked Goods by Category: Volume 2023-2028
Table 9 - Forecast Sales of Baked Goods by Category: Value 2023-2028
Table 10 - Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

Staple Foods in Tunisia - Industry Overview

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 12 - Sales of Staple Foods by Category: Volume 2018-2023
Table 13 - Sales of Staple Foods by Category: Value 2018-2023
Table 14 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
Table 15 - Sales of Staple Foods by Category: % Value Growth 2018-2023
Table 16 - NBO Company Shares of Staple Foods: % Value 2019-2023
Table 17 - LBN Brand Shares of Staple Foods: % Value 2020-2023
Table 18 - Distribution of Staple Foods by Format: % Value 2018-2023
Table 19 - Forecast Sales of Staple Foods by Category: Volume 2023-2028
Table 20 - Forecast Sales of Staple Foods by Category: Value 2023-2028
Table 21 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
Table 22 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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