



Grocery Retailers in Tunisia

April 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Tumultuous times prompt intervention to reduce prices
Carrefour adapts to evolving demand and secures leadership
Forecourt retailers benefit from investment in petrol stations

PROSPECTS AND OPPORTUNITIES

Food insecurity to continue as political tensions pose potential threat to growth
New development to bolster urban-based outlets, though more work is needed to promote substantial growth overall
Discounters to gain further ground, driven by Aziza's aggressive expansion

CHANNEL DATA

Table 1 - Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 2 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 3 - Sales in Grocery Retailers by Channel: Value 2017-2022
Table 4 - Sales in Grocery Retailers by Channel: % Value Growth 2017-2022
Table 5 - Grocery Retailers Outlets by Channel: Units 2017-2022
Table 6 - Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 7 - Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 8 - Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 9 - Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 10 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 11 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 12 - Forecast Sales in Grocery Retailers by Channel: Value 2022-2027
Table 13 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027
Table 14 - Forecast Grocery Retailers Outlets by Channel: Units 2022-2027
Table 15 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

Retail in Tunisia - Industry Overview

EXECUTIVE SUMMARY

Retail in 2022: The big picture
Informal retail
What next for retail?

MARKET DATA

Table 16 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022
Table 17 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022
Table 18 - Sales in Retail Offline by Channel: Value 2017-2022
Table 19 - Sales in Retail Offline by Channel: % Value Growth 2017-2022
Table 20 - Retail Offline Outlets by Channel: Units 2017-2022
Table 21 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022
Table 22 - Retail GBO Company Shares: % Value 2018-2022
Table 23 - Retail GBN Brand Shares: % Value 2019-2022
Table 24 - Retail Offline GBO Company Shares: % Value 2018-2022
Table 25 - Retail Offline GBN Brand Shares: % Value 2019-2022
Table 26 - Retail Offline LBN Brand Shares: Outlets 2019-2022
Table 27 - Retail E-Commerce GBO Company Shares: % Value 2018-2022
Table 28 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022
Table 29 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027
Table 30 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 31 - Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 32 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 33 - Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 34 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

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/grocery-retailers-in-tunisia/report.