



# Passport

## Sports Nutrition in Tunisia

Euromonitor International

October 2021

This sample report is for illustration  
purposes only.

Some content and data have been  
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# SPORTS NUTRITION IN TUNISIA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2021 DEVELOPMENTS

Sports nutrition continues to grow despite gyms being closed and sports postponed

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With gyms and fitness centres closed, consumers increasingly buy sports nutrition via e-commerce but also via the black market

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## Consolidated competitive landscape remains dominated by Aecor Nutrition

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## PROSPECTS AND OPPORTUNITIES

Online sales expected to underlie the growth of sports nutrition in the forecast period

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Illegal trade expected to continue gradually declining through action by authorities

Content removed from sample

## Affordable prices to be A crucial factor in the fight against illegal trade and in the broadening of the consumer audience

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### CATEGORY DATA

**Table 1** Sales of Sports Nutrition by Category: Value 2016-2021

TND million	2016	2017	2018	2019	2020	2021
Sports Protein Products	Data removed from sample					
- Protein/Energy Bars						
- Sports Protein Powder						
- Sports Protein RTD						
Sports Non-Protein Products						
Sports Nutrition	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: 2021 data is provisional and based on part-year estimates

**Table 2** Sales of Sports Nutrition by Category: % Value Growth 2016-2021

% current value growth	2020/21	2016-21 CAGR	2016/21 Total
Sports Protein Products	Data removed from sample		
- Protein/Energy Bars			
- Sports Protein Powder			
- Sports Protein RTD			
Sports Non-Protein Products			
Sports Nutrition	Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: 2021 data is provisional and based on part-year estimates

**Table 3** NBO Company Shares of Sports Nutrition: % Value 2017-2021

% retail value rsp Company	2017	2018	2019	2020	2021

### Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 LBN Brand Shares of Sports Nutrition: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
-----------------------------------	---------------	------	------	------	------

### Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Forecast Sales of Sports Nutrition by Category: Value 2021-2026

TND million	2021	2022	2023	2024	2025	2026
Sports Protein Products - Protein/Energy Bars - Sports Protein Powder - Sports Protein RTD Sports Non-Protein Products Sports Nutrition	<b>Data removed from sample</b>					
Source:	Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources					
Note:	2021 data is provisional and based on part-year estimates					

**Table 6 Forecast Sales of Sports Nutrition by Category: % Value Growth 2021-2026**

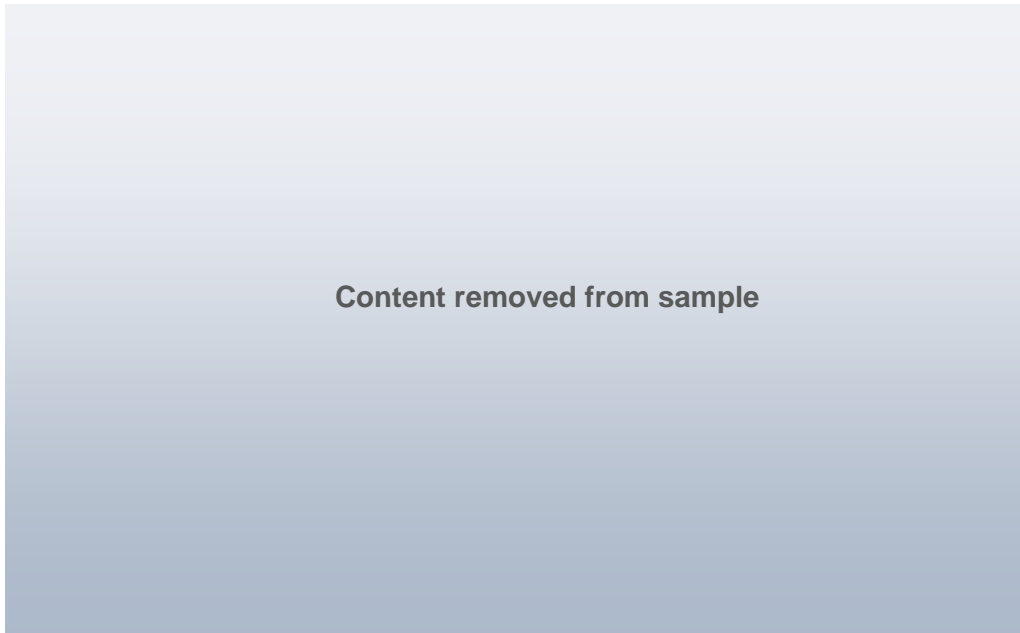
% constant value growth	2021/2022	2021-26 CAGR	2021/26 Total
Sports Protein Products - Protein/Energy Bars - Sports Protein Powder - Sports Protein RTD Sports Non-Protein Products Sports Nutrition	<b>Data removed from sample</b>		
Source:	Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources		
Note:	2021 data is provisional and based on part-year estimates		



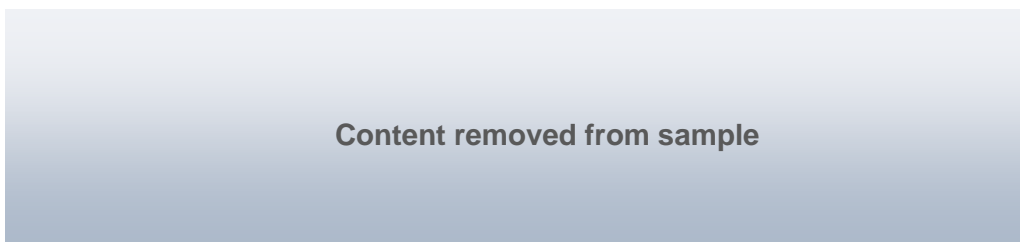
# CONSUMER HEALTH IN TUNISIA - INDUSTRY OVERVIEW

## EXECUTIVE SUMMARY

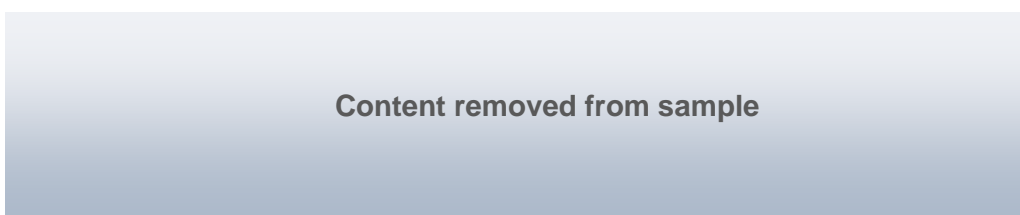
### Consumer health in 2021: The big picture



### 2021 key trends



### Competitive landscape



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### Retailing developments

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### What next for consumer health?

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## MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2016-2021

TND million

2016 2017 2018 2019 2020 2021

Pharmaceuticals,  
medical appliances/

Data removed from sample

equipment  
 Outpatient services  
 Hospital services  
 Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade interviews

**Table 8** Life Expectancy at Birth 2016-2021

years

2016 2017 2018 2019 2020 2021

Males  
 Females

Data removed from sample

Source: Euromonitor International from official statistics

## MARKET DATA

**Table 9** Sales of Consumer Health by Category: Value 2016-2021

TND million

2016 2017 2018 2019 2020 2021

OTC  
 Sports Nutrition  
 Vitamins and Dietary  
 Supplements  
 Weight Management and  
 Wellbeing  
 Herbal/Traditional  
 Products  
 Allergy Care  
 Paediatric Consumer  
 Health  
 Consumer Health

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 10** Sales of Consumer Health by Category: % Value Growth 2016-2021

% current value growth

2020/21 2016-21 CAGR 2016/21 Total

OTC  
 Sports Nutrition  
 Vitamins and Dietary Supplements  
 Weight Management and Wellbeing  
 Herbal/Traditional Products  
 Allergy Care  
 Paediatric Consumer Health  
 Consumer Health

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 11** NBO Company Shares of Consumer Health: % Value 2017-2021

% retail value rsp Company	2017	2018	2019	2020	2021
-------------------------------	------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 12** LBN Brand Shares of Consumer Health: % Value 2018-2021

% retail value rsp  
Brand (GBO)

Company (NBO)

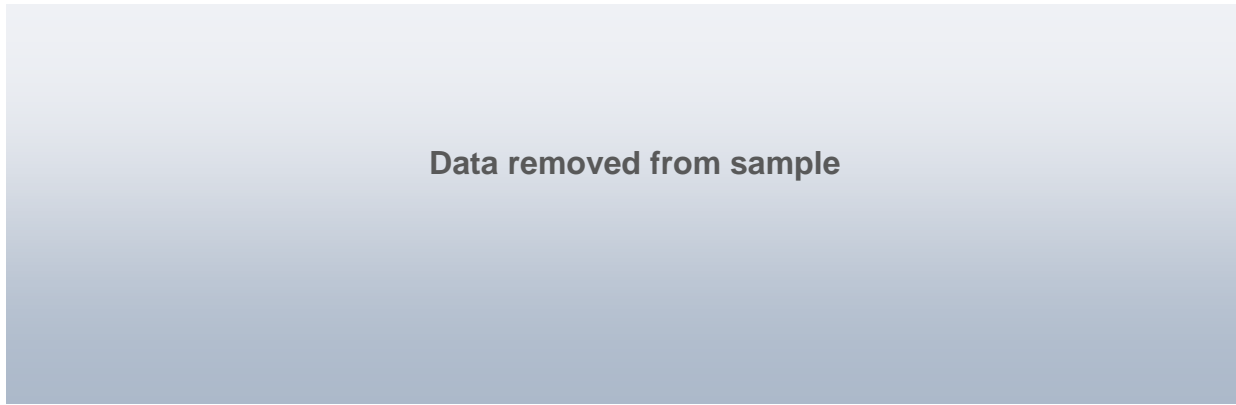
2018

2019

2020

2021

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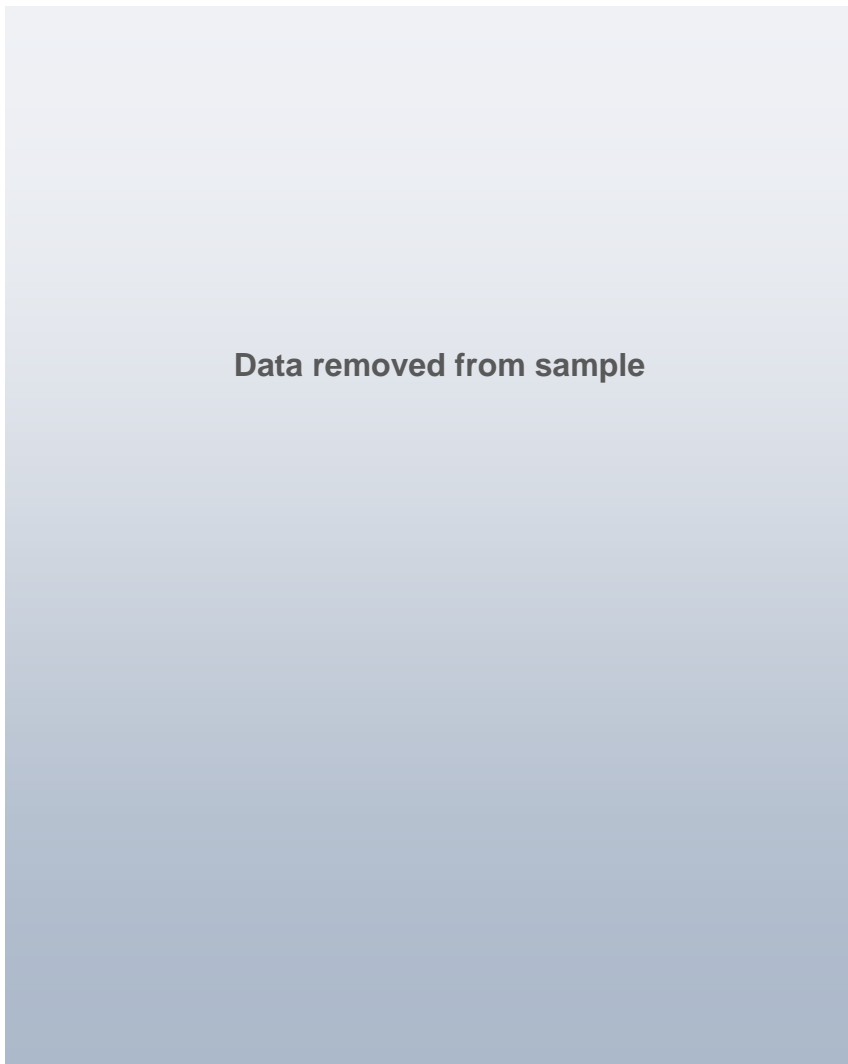


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 13** Distribution of Consumer Health by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
--------------------	------	------	------	------	------	------

- Store-Based Retailing
- Grocery Retailers
- Modern Grocery Retailers
- Convenience Stores
- Discounters
- Forecourt Retailers
- Hypermarkets
- Supermarkets
- Traditional Grocery Retailers
- Other Grocery Retailers
- Healthfood shops
- Other Other Grocery Retailers
- Mixed Retailers
- Department Stores
- Mass Merchandisers
- Variety Stores
- Warehouse Clubs
- Non-Grocery Specialists
- Health and Beauty Specialist Retailers
- Beauty Specialist Retailers
- Chemists/Pharmacies
- Optical Goods Stores
- Drugstores/parapharmacies
- Vitamins and Dietary Supplements Specialist Retailers
- Other Consumer Health Non-Grocery Specialists
- Non-Store Retailing
- Vending



- Homeshopping
- E-Commerce
- Direct Selling
- Total

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 14** Distribution of Consumer Health by Format and Category: % Value 2021

% retail value rsp

	OTC	Sports Nutrition	Vitamins and Dietary Supplements	Weight Management and Wellbeing	Herbal/ Traditional Products	Allergy Care
Store-Based Retailing	<b>Data removed from sample</b>					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
-- Traditional Grocery Retailers						
--- Other Grocery Retailers						
---- Healthfood shops						
---- Other Other Grocery Retailers						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
- Non-Grocery Specialists						
-- Health and Beauty Specialist Retailers						
--- Beauty Specialist Retailers						
--- Chemists/Pharmacies						
--- Optical Goods Stores						
--- Drugstores/parapharmacies						
--- Vitamins and Dietary Supplements Specialist Retailers						
--- Other Consumer Health Non-Grocery Specialists						
Non-Store Retailing						
- Vending						
- Homeshopping						
- E-Commerce						
- Direct Selling						
Total						

	Paediatric Consumer Health
Store-Based Retailing	<b>Data removed from sample</b>
- Grocery Retailers	
-- Modern Grocery Retailers	
--- Convenience Stores	
--- Discounters	
--- Forecourt Retailers	
--- Hypermarkets	
--- Supermarkets	
-- Traditional Grocery Retailers	
--- Other Grocery Retailers	
---- Healthfood shops	
---- Other Other Grocery Retailers	
- Mixed Retailers	
-- Department Stores	
-- Mass Merchandisers	
-- Variety Stores	
-- Warehouse Clubs	
- Non-Grocery Specialists	
-- Health and Beauty Specialist Retailers	
--- Beauty Specialist Retailers	
--- Chemists/Pharmacies	
--- Optical Goods Stores	
--- Drugstores/parapharmacies	
--- Vitamins and Dietary Supplements Specialist Retailers	
--- Other Consumer Health Non-Grocery Specialists	
Non-Store Retailing	
- Vending	
- Homeshopping	
- E-Commerce	
- Direct Selling	
Total	

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

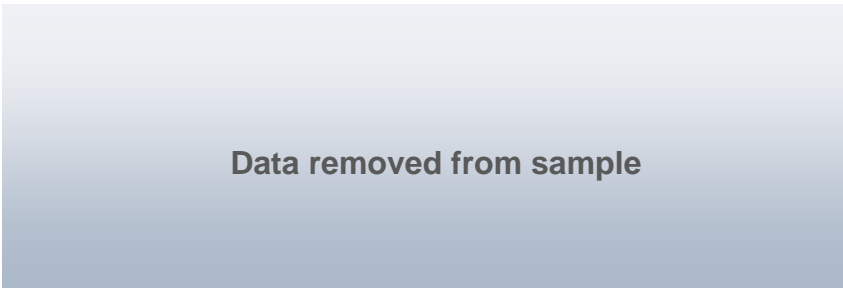
Key: OTC = over the counter; SN = sports nutrition; VDS = vitamins and dietary supplements; WMW = weight management and wellbeing; HTP = herbal/traditional products; AC = Allergy Care; PCH = paediatric consumer health

Table 15 Forecast Sales of Consumer Health by Category: Value 2021-2026

TND million	2021	2022	2023	2024	2025	2026
OTC	<b>Data removed from sample</b>					



Sports Nutrition  
 Vitamins and Dietary  
 Supplements  
 Weight Management and  
 Wellbeing  
 Herbal/Traditional  
 Products  
 Allergy Care  
 Paediatric Consumer  
 Health  
 Consumer Health



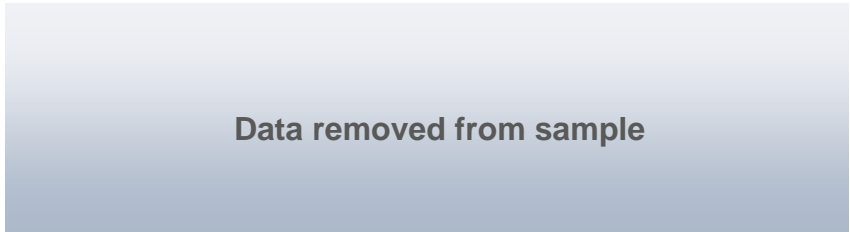
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 16 Forecast Sales of Consumer Health by Category: % Value Growth 2021-2026**

% constant value growth

2021/2022      2021-26 CAGR      2021/26 Total

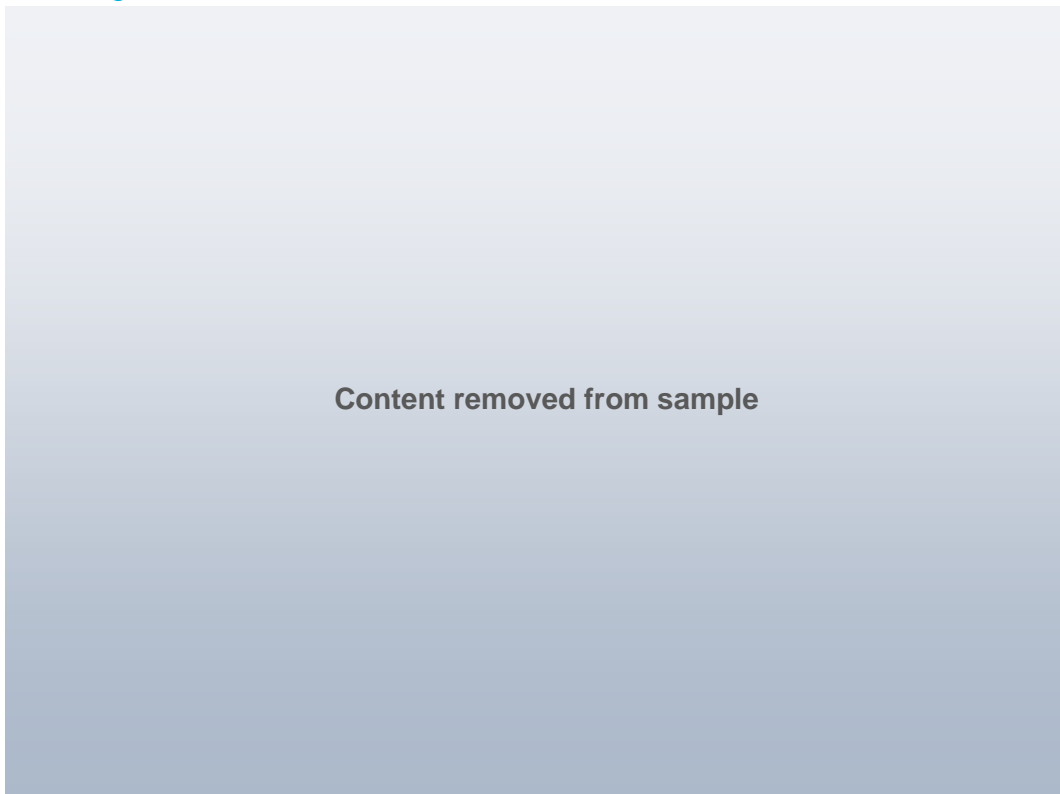
OTC  
 Sports Nutrition  
 Vitamins and Dietary Supplements  
 Weight Management and Wellbeing  
 Herbal/Traditional Products  
 Allergy Care  
 Paediatric Consumer Health  
 Consumer Health



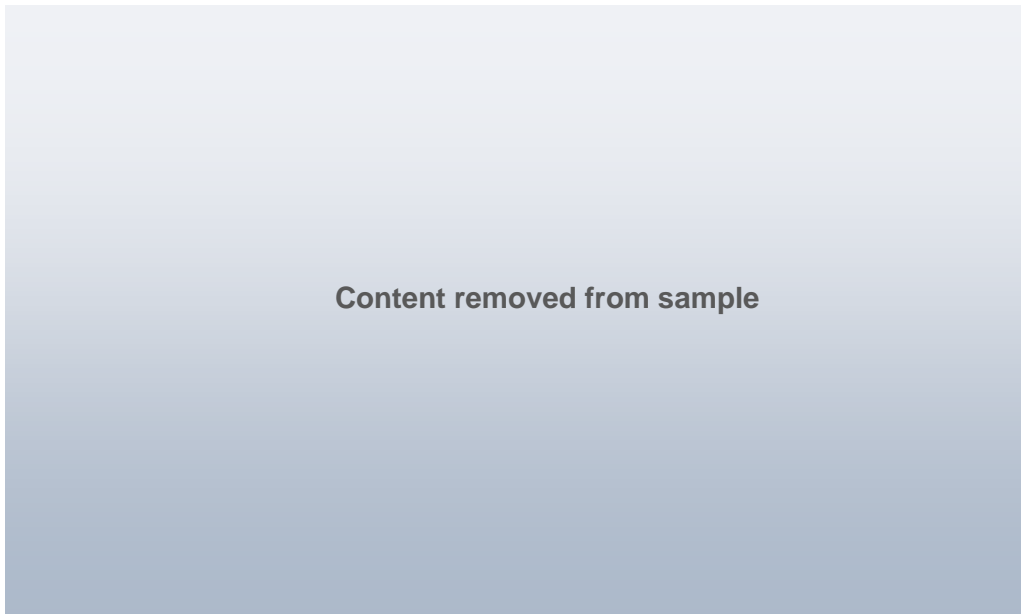
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

## APPENDIX

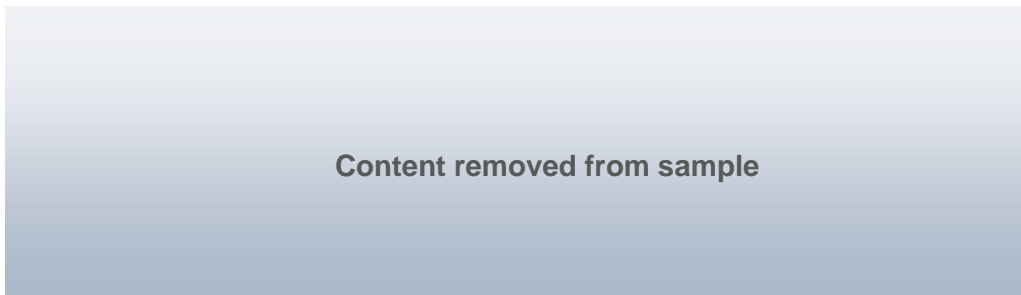
### OTC registration and classification



## Vitamins and dietary supplements registration and classification



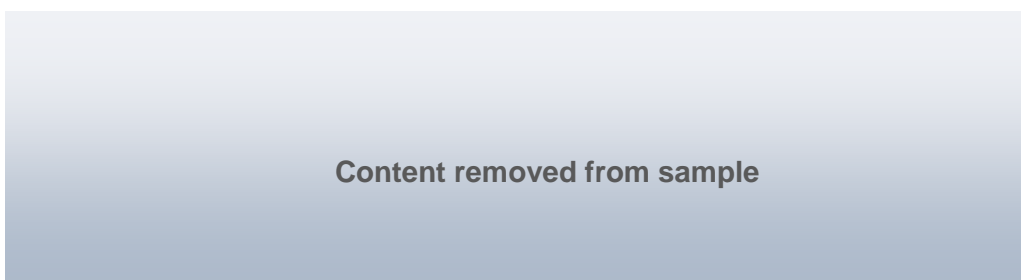
## Self-medication/self-care and preventive medicine



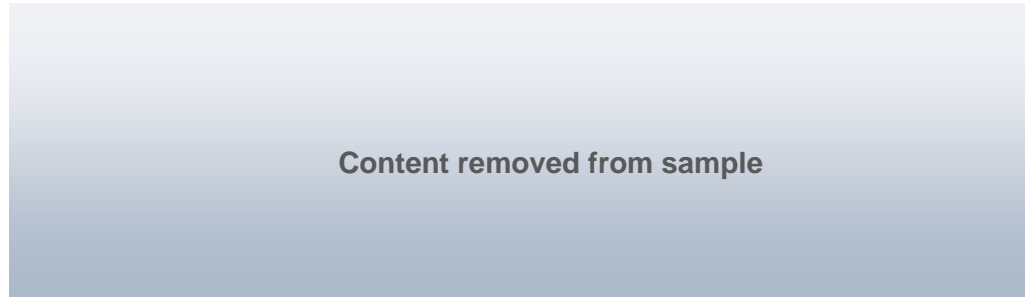
## Switches



## DISCLAIMER



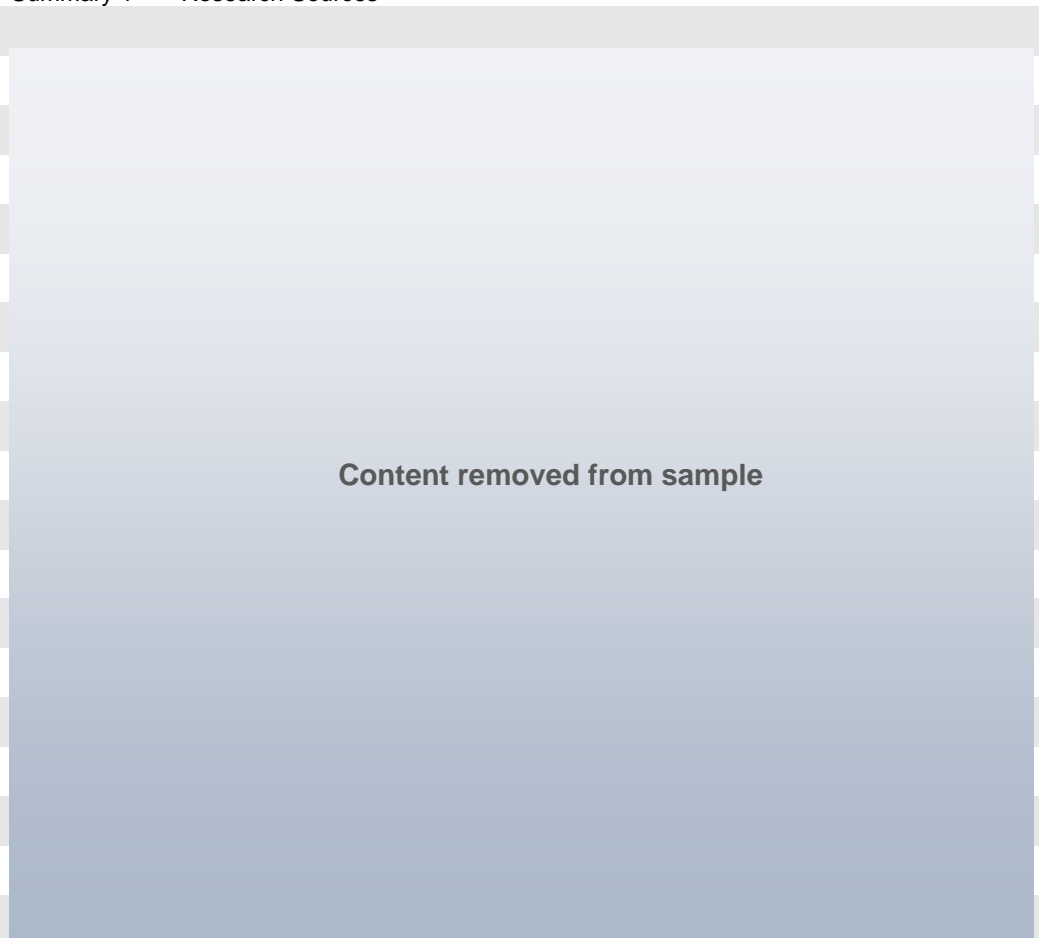
## DEFINITIONS



## SOURCES

Sources used during the research included the following:

Summary 1    Research Sources



Source: Euromonitor International