

Other Dairy in Tunisia

September 2023

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Other Dairy in Tunisia - Category analysis

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2023 DEVELOPMENTS

Tight competition as new players enter chilled dairy desserts Cream faces difficulties due to the production decrease and rising prices Lack of innovation and advertising keeps condensed milk stagnating

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Falling purchasing power threatens the performance of other dairy Cream will continue to dominate other dairy in Tunisia Significant demand through e-commerce as players' focus on social media

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