

# Gum in Tunisia

July 2023

Table of Contents

## Gum in Tunisia - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Competition intensifies between smuggled and legally imported brands

Gum is dominated by local brands

Widespread distribution benefits gum category

# PROSPECTS AND OPPORTUNITIES

Domestic brands to continue dominance over forthcoming period

Local companies to focus on innovation

Traditional grocery retailers will remain the most important distribution channels

#### **CATEGORY DATA**

Table 1 - Sales of Gum by Category: Volume 2018-2023

Table 2 - Sales of Gum by Category: Value 2018-2023

Table 3 - Sales of Gum by Category: % Volume Growth 2018-2023

Table 4 - Sales of Gum by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Gum: % Value 2019-2023

Table 6 - LBN Brand Shares of Gum: % Value 2020-2023

Table 7 - Distribution of Gum by Format: % Value 2018-2023

Table 8 - Forecast Sales of Gum by Category: Volume 2023-2028

Table 9 - Forecast Sales of Gum by Category: Value 2023-2028

Table 10 - Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Gum by Category: % Value Growth 2023-2028

# Snacks in Tunisia - Industry Overview

#### **EXECUTIVE SUMMARY**

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

# MARKET DATA

Table 12 - Sales of Snacks by Category: Volume 2018-2023

Table 13 - Sales of Snacks by Category: Value 2018-2023

Table 14 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 15 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Snacks: % Value 2019-2023

Table 17 - LBN Brand Shares of Snacks: % Value 2020-2023 Table 18 - Distribution of Snacks by Format: % Value 2018-2023

Table 19 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 20 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 21 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

## 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/gum-in-tunisia/report.