

# Concentrates in Tunisia

January 2024

**Table of Contents** 

## Concentrates in Tunisia - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Jouto enters powder concentrates while domestic players struggle in liquid concentrates

On-Trade channel supports sales of liquid concentrates

Modernisation and societal shifts impact sales of powder concentrates

## PROSPECTS AND OPPORTUNITIES

On-Trade sales to remain key to growth though powder concentrates will continue to fall

Lack of international players in powder concentrates

Hazem will maintain leadership of liquid concentrates

## **CATEGORY DATA**

**Concentrates Conversions** 

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 2 - Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 3 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2019-2023

Table 6 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 7 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 8 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 9 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 10 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 11 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 12 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 15 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 16 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

# Soft Drinks in Tunisia - Industry Overview

## **EXECUTIVE SUMMARY**

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

## MARKET DATA

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 22 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

- Table 26 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 27 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 28 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 29 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 30 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 31 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
- Table 32 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 33 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
- Table 34 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
- Table 35 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
- Table 36 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
- Table 37 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
- Table 38 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
- Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
- Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
- Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
- Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
- Table 43 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
- Table 44 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
- Table 45 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
- Table 46 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
- Table 47 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
- Table 48 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## **DISCLAIMER**

## **SOURCES**

Summary 2 - Research Sources

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