

Tunisia: Apple - Market Report. Analysis And Forecast To 2025





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B 1. INTRODUCTION

1.1 REPORT DESCRIPTION

The report provides an in-depth analysis of the apple market in Tunisia. It presents the latest data of the market value, consumption, domestic production, exports and imports, price dynamics and food balance. The report shows the sales data, allowing you to identify the key drivers and restraints. You can find here a strategic analysis of key factors influencing the market. Forecasts illustrate how the market will be transformed in the medium term.

Product coverage:

Apple

Data coverage:

- Apple market size and value in Tunisia
- Volume and dynamics of apple production in Tunisia
- Harvested area and yield
- Volume and dynamics of exports/imports
- Producer prices, import/export prices for apple
- Apple market trends, drivers and restraints
- Forecast of the market dynamics in the medium term
- Per Capita Consumption of apple in Tunisia

Why buy this report?

- Get the full picture of the market
- Identify Key success factors on the apple market in Tunisia
- Adjust your marketing strategy

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2. EXECUTIVE SUMMARY

2.1 KEY FINDINGS

Table 1: Key Findings

Key findings in 2015

| | | |
|----------------|-----------------|-----|
| Market Volume | thousand tonnes | *** |
| | % to 2014 | *** |
| Market Value | million USD | *** |
| | % to 2014 | *** |
| Production | thousand tonnes | *** |
| | % to 2014 | *** |
| | million USD | *** |
| | % to 2014 | *** |
| Yield | Hg/Ha | *** |
| | % to 2014 | *** |
| Area Harvested | thousand Ha | *** |
| | % to 2014 | *** |
| Imports | thousand tonnes | *** |
| | % to 2014 | *** |
| | million USD | *** |
| | % to 2014 | *** |
| Exports | thousand tonnes | *** |
| | % to 2014 | *** |
| | million USD | *** |
| | % to 2014 | *** |

Source: ***

2.2 MARKET TRENDS

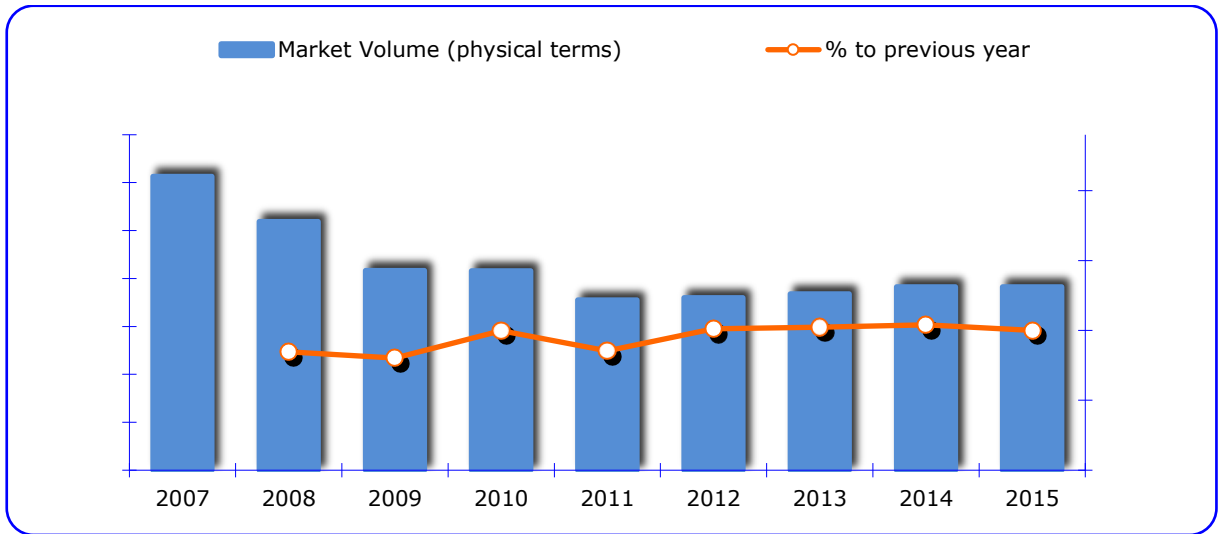
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3. MARKET OVERVIEW

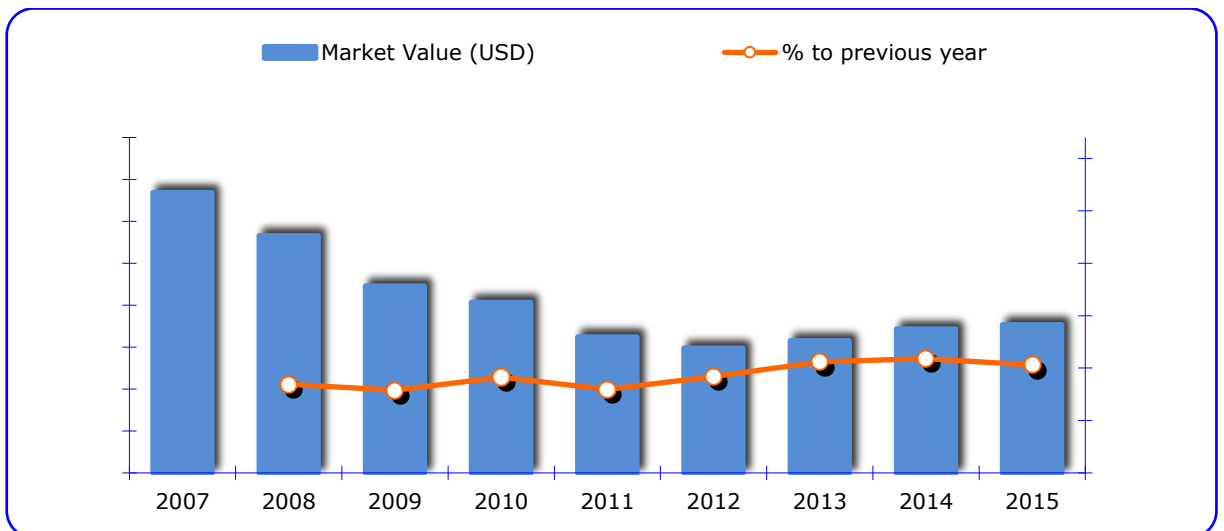
3.1 MARKET VOLUME AND VALUE

Figure 1: Market Volume, in Physical Terms, 2007-2015
(thousand tonnes, % to previous year)



Source: ***

Figure 2: Market Value, 2007-2015
(million USD, % to previous year)



Source: ***

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Table 2: Market Volume, in Physical Terms, 2007-2015
(thousand tonnes)

| Product | Unit | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|---------------------|--------------------|------|------|------|------|------|------|------|------|------|-----------------|
| Domestic production | tonnes | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| | % to previous year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Imports | tonnes | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| | % to previous year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Exports | tonnes | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| | % to previous year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Market Volume | tonnes | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| | % to previous year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

Table 3: Market Value, in Value Terms, 2007-2015
(million USD), in *** prices

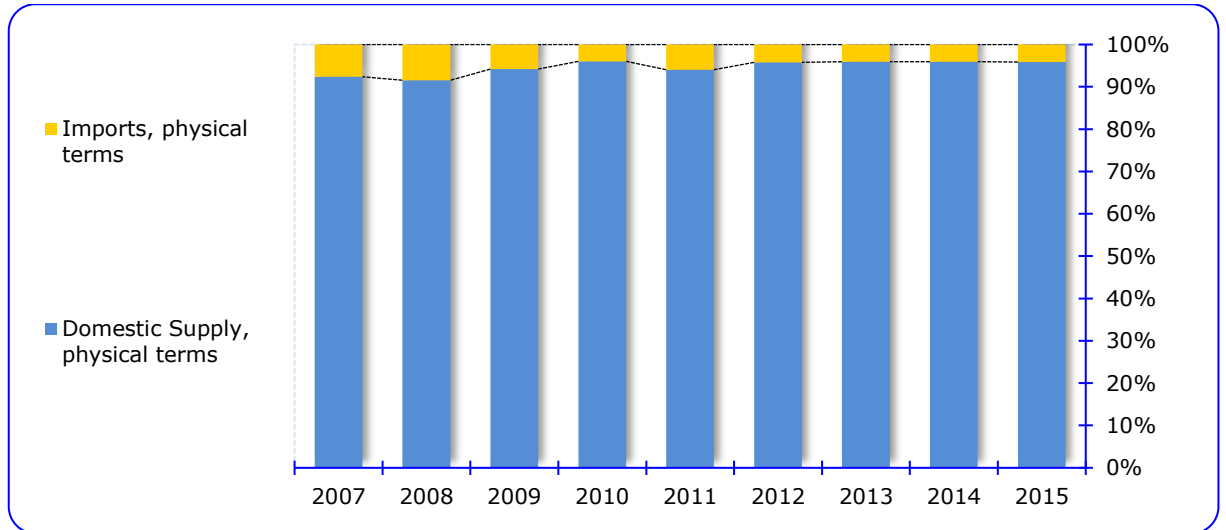
| Product | Unit | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|---------------------|--------------------|------|------|------|------|------|------|------|------|------|-----------------|
| Domestic production | USD | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| | % to previous year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Imports | USD | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| | % to previous year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Exports | USD | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| | % to previous year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Market Volume | USD | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| | % to previous year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

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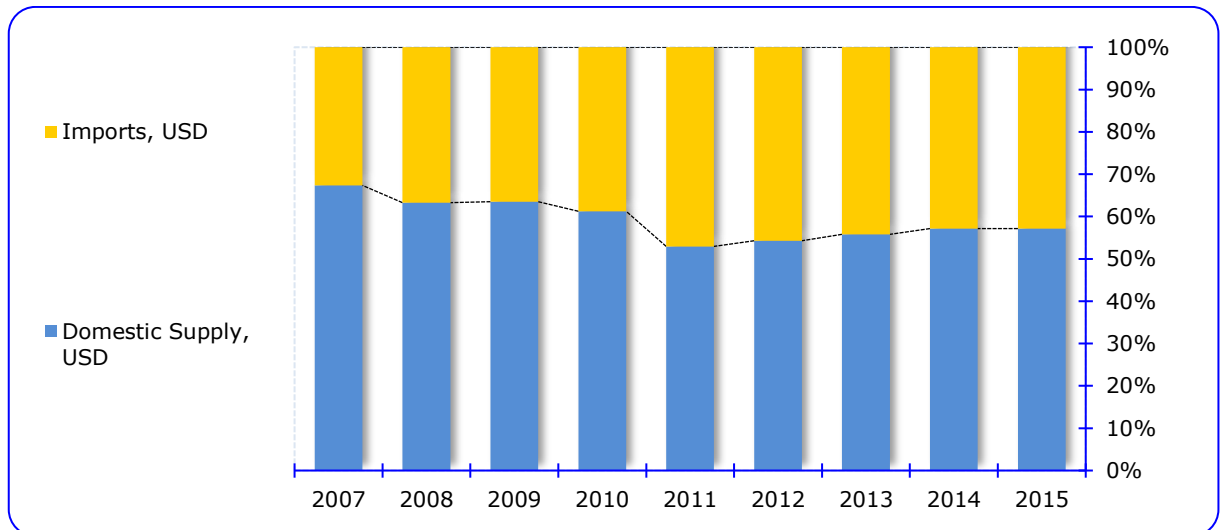
3.2 MARKET STRUCTURE

Figure 3: Market Structure – Domestic Supply Vs. Imports, in Physical Terms, 2007-2015 (% base on tonnes)



Source: ***

Figure 4: Market Structure – Domestic Supply Vs. Imports, in Value Terms, 2007-2015 (% base on USD), in *** prices



Source: ***

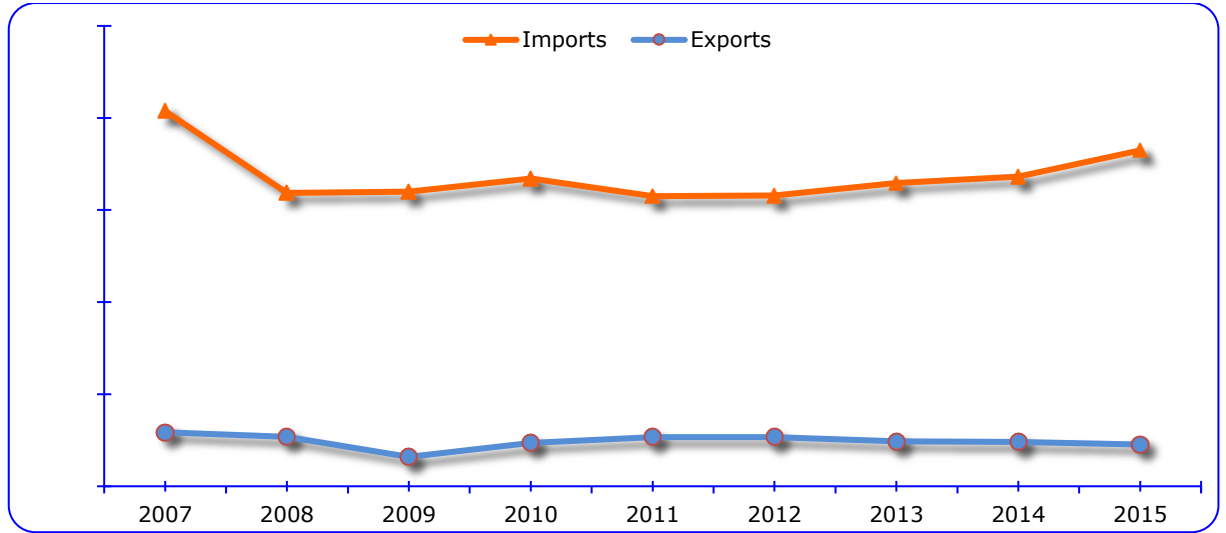
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3.3 TRADE BALANCE

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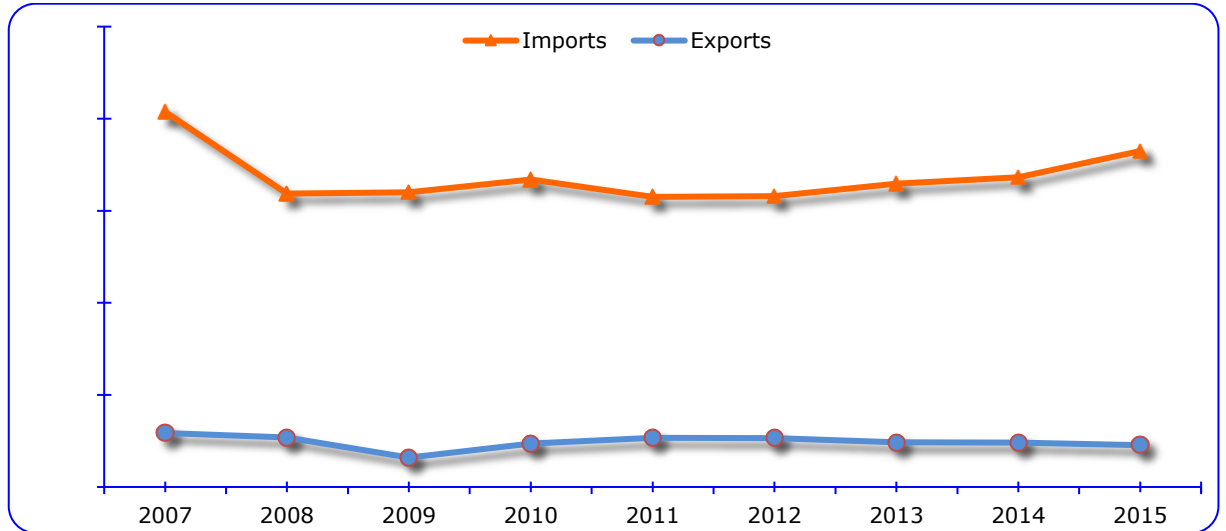
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Figure 5: Trade Balance, in Physical Terms, 2007-2015
(thousand tonnes)



Source: ***

Figure 6: Trade Balance, in Value Terms, 2007-2015
(million USD), in import/export prices



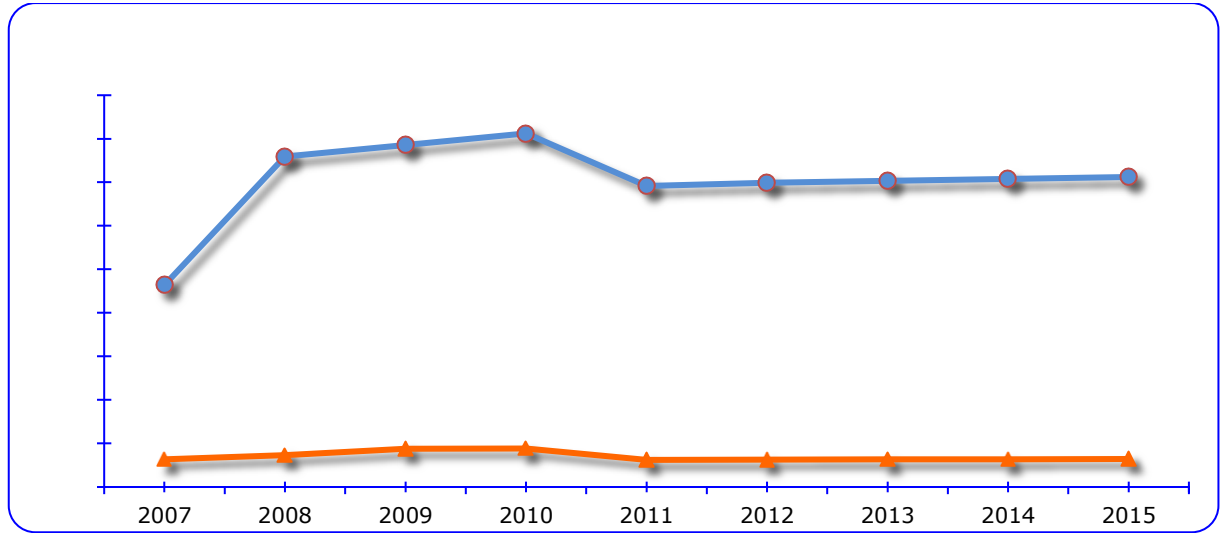
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3.4 PER CAPITA CONSUMPTION

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Figure 7: Per Capita Consumption, 2007-2015
(tonne/year and USD/year)



Source: ***

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Table 4: Per Capita Consumption in 2007-2015
(tonne/year and USD/year)

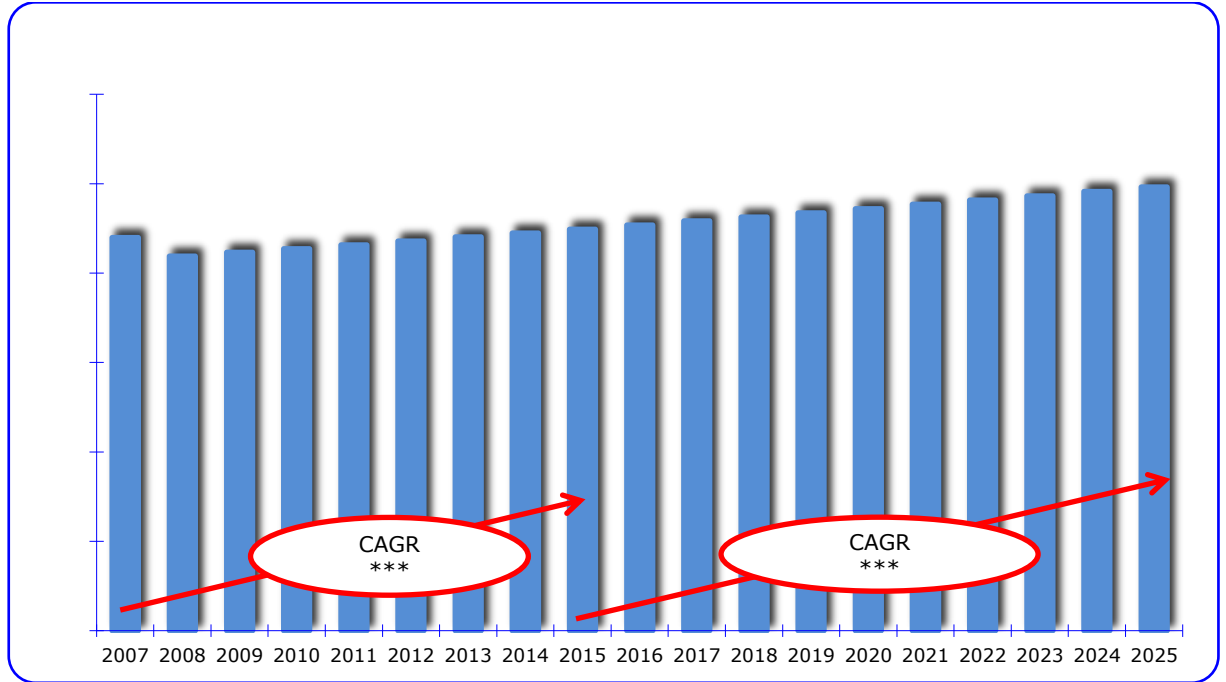
| Item | Unit | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|------------------------|-------------|------|------|------|------|------|------|------|------|------|-----------------|
| Per capita consumption | tonne /year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Per capita consumption | USD/ year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

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3.5 MARKET FORECAST TO 2025

Figure 8: Market Forecast to 2025



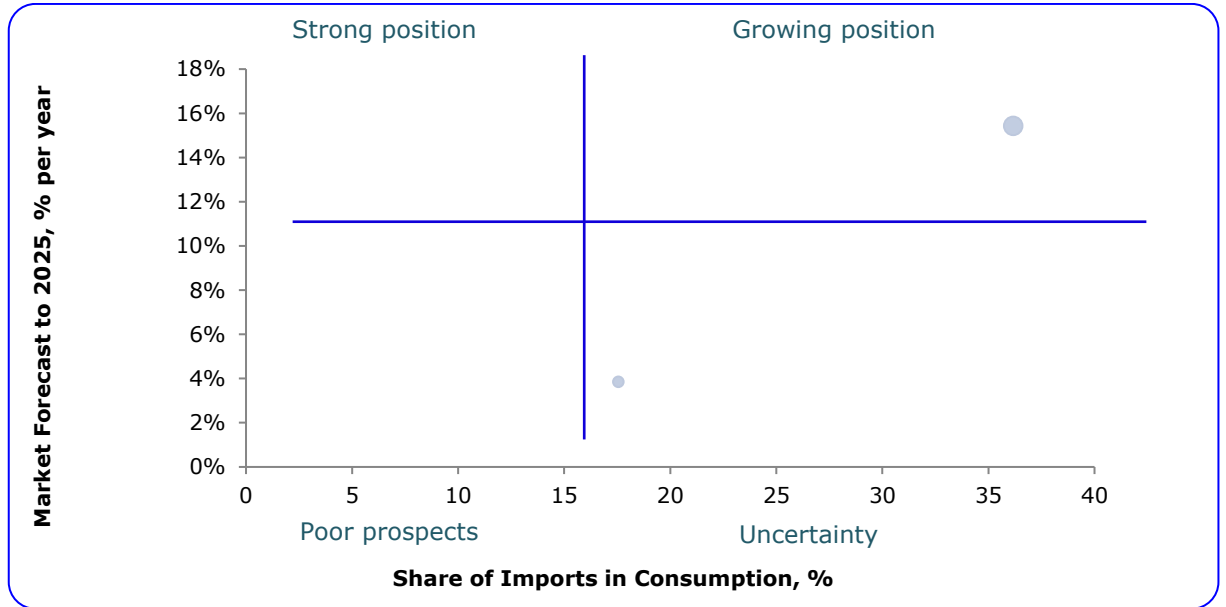
Source: ***

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3.6 MARKET OPPORTUNITIES

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Figure 9: Market Growth Vs. Share of Imports



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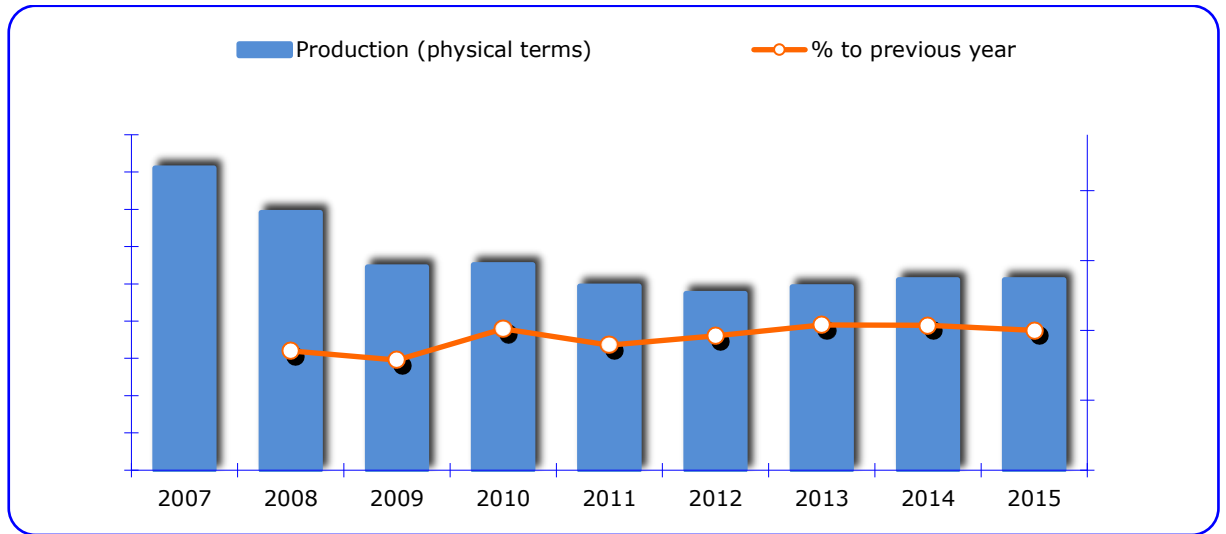
4. DOMESTIC PRODUCTION

4.1 PRODUCTION, HARVESTED AREA AND YIELD FROM 2007-2015

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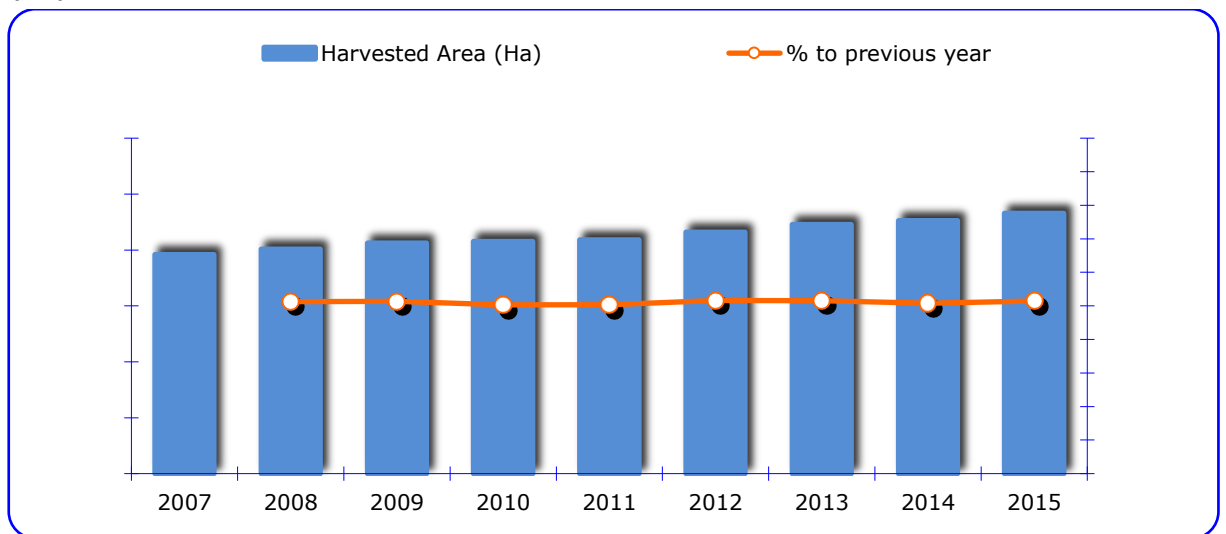
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Figure 10: Production, in Physical Terms, 2007–2015 (thousand tonnes)



Source: ***

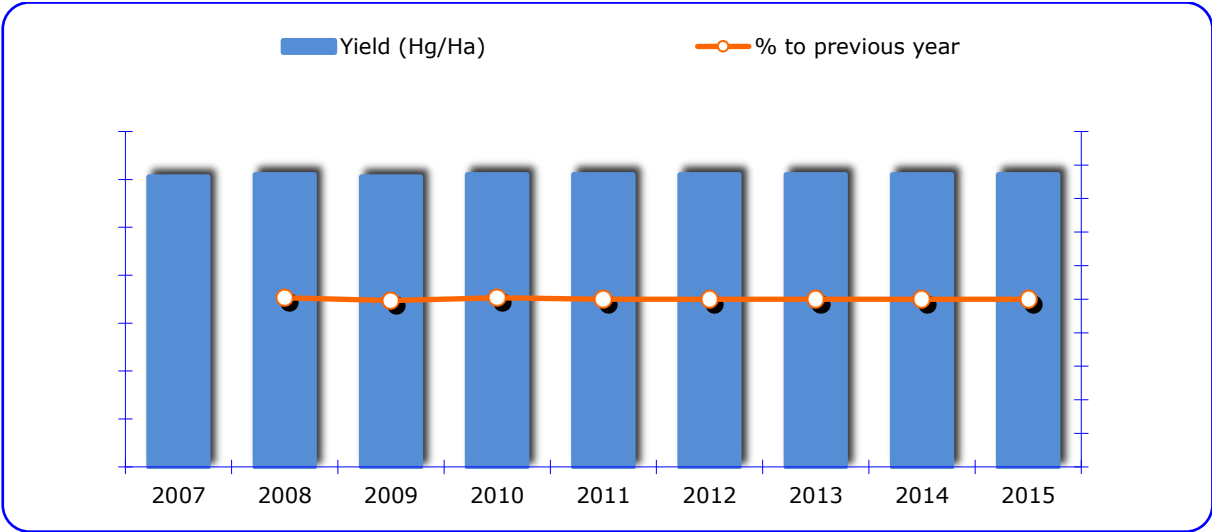
Figure 11: Harvested Area, 2007–2015 (Ha)



Source: ***

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Figure 12: Yield, 2007–2015 (Hg/Ha)



Source: ***

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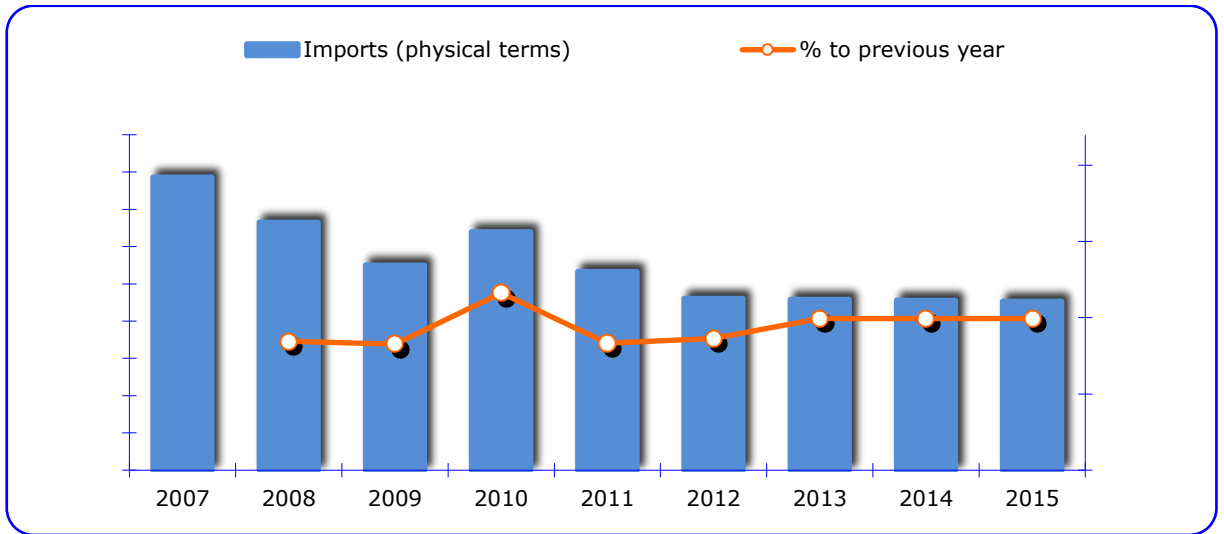
5. IMPORTS

5.1 IMPORTS FROM 2007-2015

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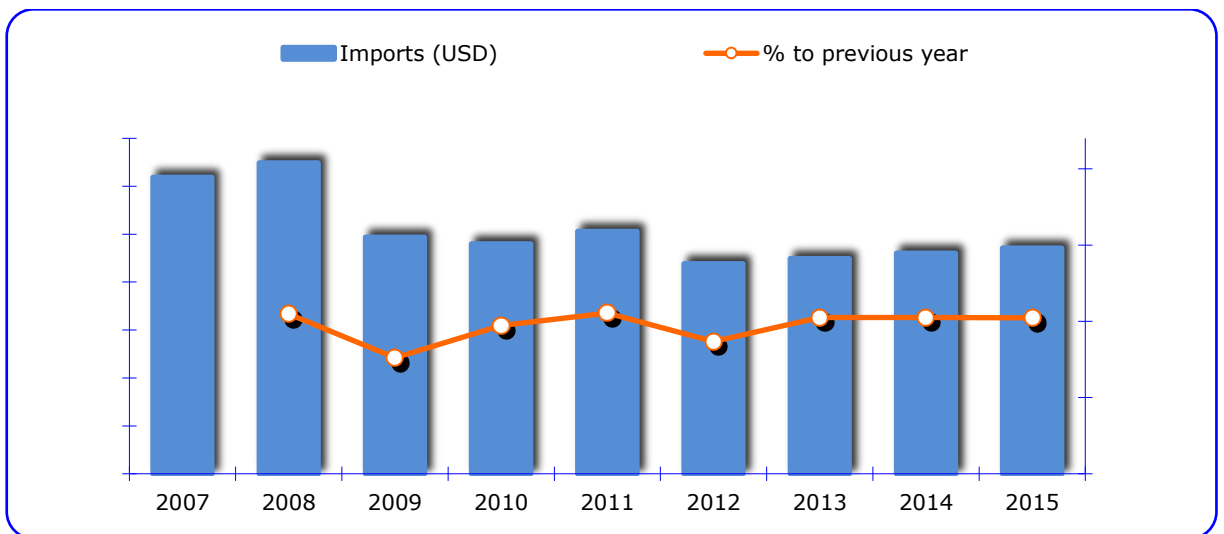
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Figure 13: Imports, in Physical Terms, 2007-2015
(thousand tonnes)



Source: ***

Figure 14: Imports, in Value Terms, 2007-2015
(million USD)

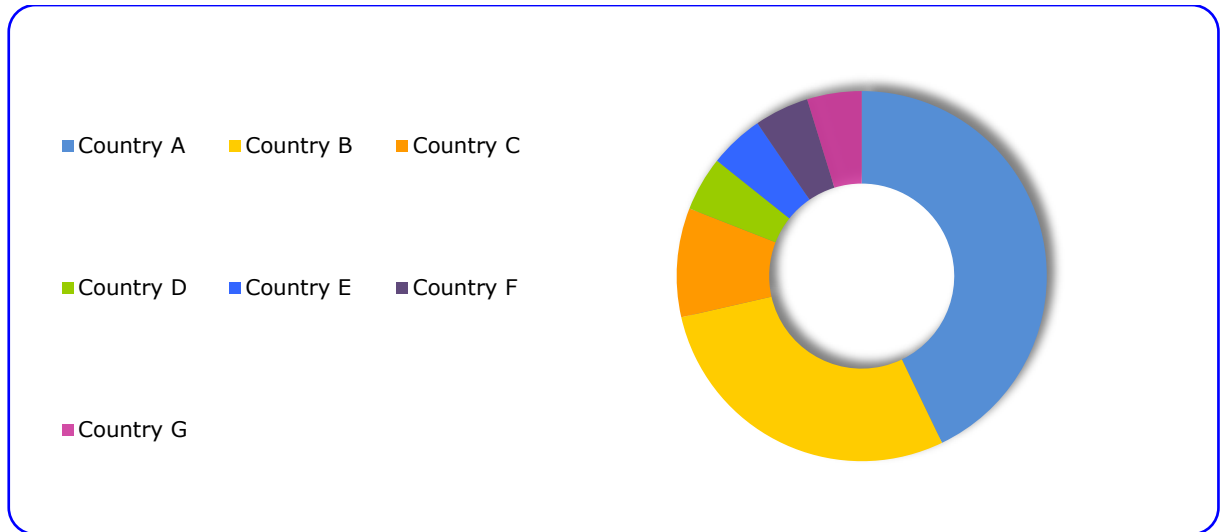


Source: ***

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5.2 IMPORTS BY COUNTRY

Figure 15: Imports, in Physical Terms, by Country, 2015
(%, based on tonnes)



Source: ***

Table 5: Imports, in Physical Terms, by Country, 2007-2015
(thousand tonnes)

| COUNTRY/PERIOD | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|----------------|------|------|------|------|------|------|------|------|------|-----------------|
| Country A | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country B | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country C | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country D | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country E | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country F | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country G | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Others | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Total | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

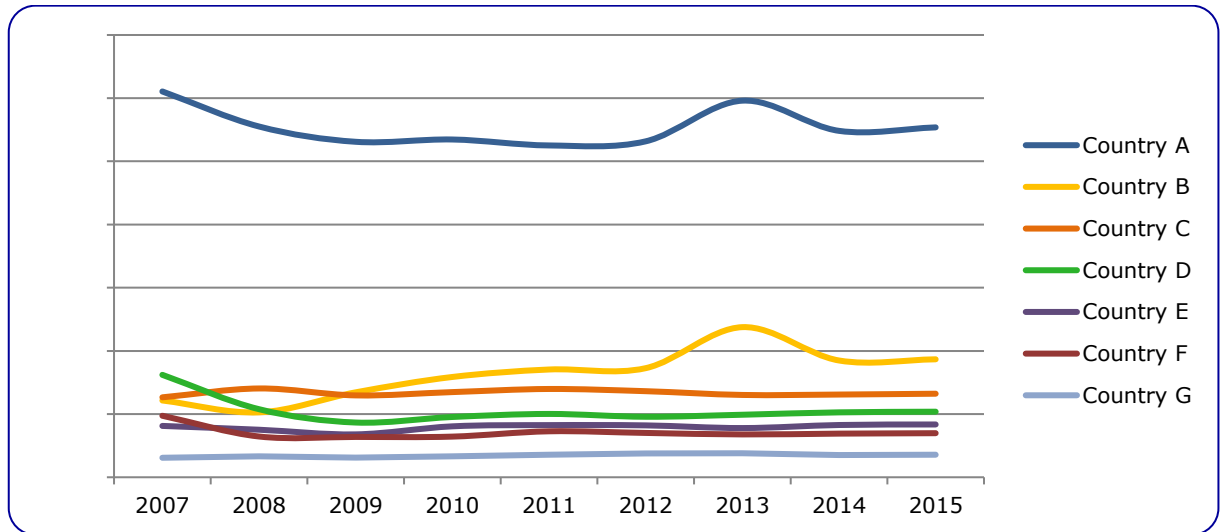


Table 6: Imports, in Value Terms, by Country, 2007-2015
(million USD)

| COUNTRY/PERIOD | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|----------------|------|------|------|------|------|------|------|------|------|-----------------|
| Country A | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country B | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country C | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country D | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country E | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country F | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country G | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Others | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Total | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

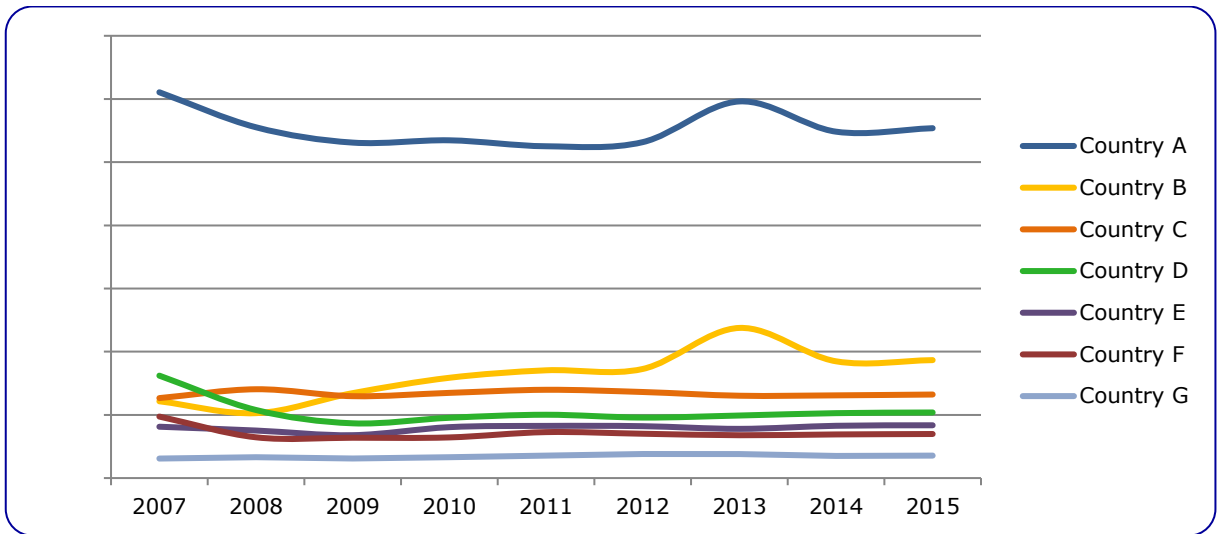
Figure 16: Imports, in Physical Terms, by Country, 2007-2015
(thousand tonnes)



Source: ***

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Figure 17: Imports, in Value Terms, by Country, 2007-2015
(million USD)

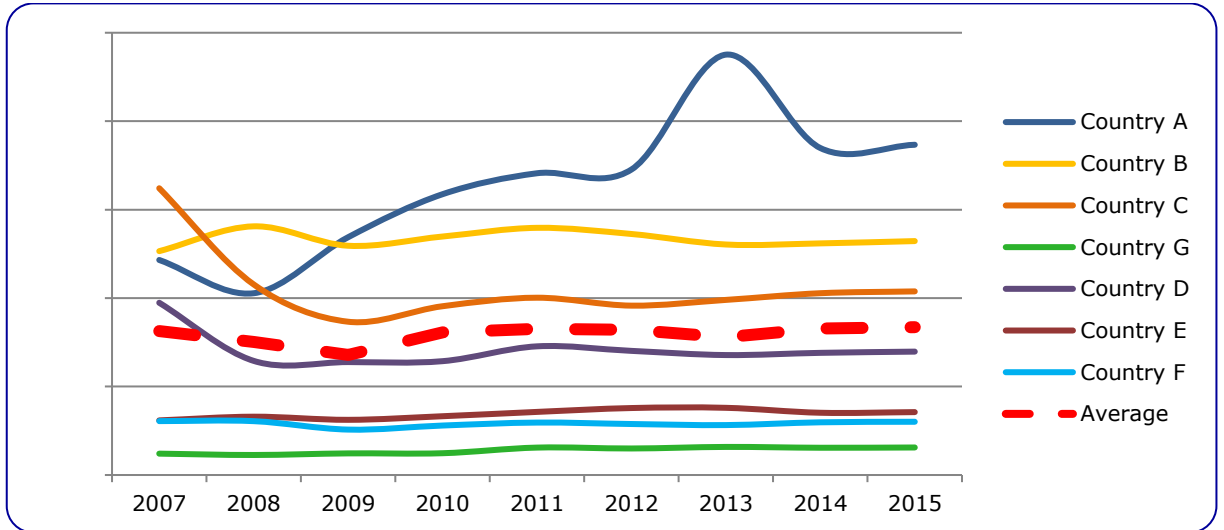


Source: ***

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5.3 IMPORT PRICES

Figure 18: Import Prices, by Country, 2007-2015
(USD per tonne)



Source: ***

Table 7: Import Prices, by Country of Origin, 2007-2015
(USD per tonne)

| COUNTRY/PERIOD | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR 2007-2015 |
|----------------|------|------|------|------|------|------|------|------|------|----------------|
| Country A | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country B | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country C | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country D | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country E | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country F | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country G | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Average | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

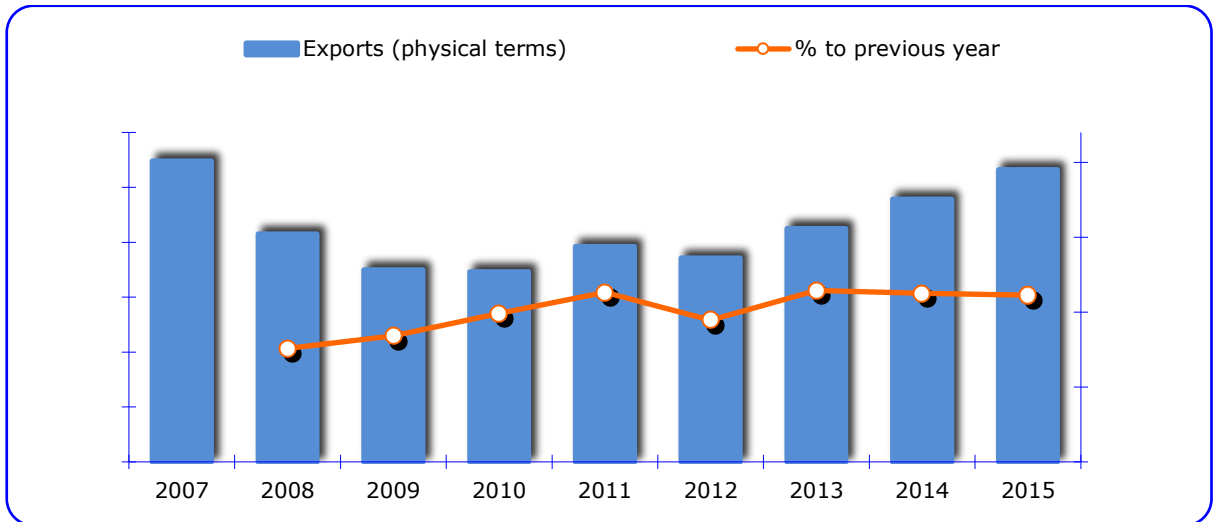
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6. EXPORTS

6.1 EXPORTS FROM 2007-2015

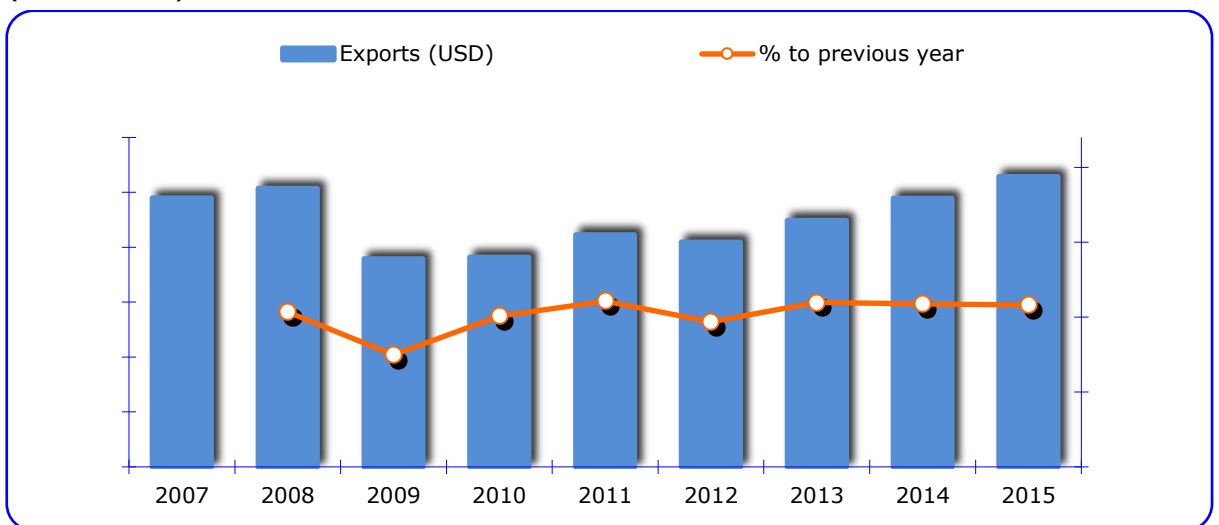
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Figure 19: Exports, in Physical Terms, 2007-2015
(thousand tonnes)



Source: ***

Figure 20: Exports, in Value Terms, 2007-2015
(million USD)

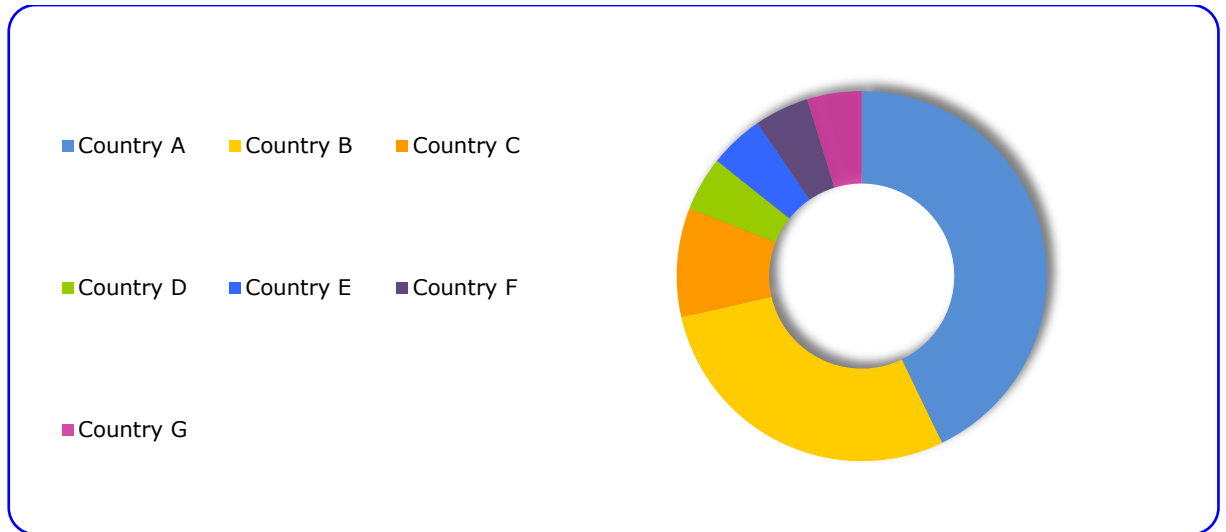


Source: ***

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6.2 EXPORTS BY COUNTRY

Figure 21: Exports, in Physical Terms, by Country, 2015
(%, based on tonnes)



Source: ***

Table 8: Exports, in Physical Terms, by Country, 2007-2015
(thousand tonnes)

| COUNTRY/PERIOD | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|----------------|------|------|------|------|------|------|------|------|------|-----------------|
| Country A | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country B | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country C | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country D | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country E | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country F | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country G | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Others | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Total | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

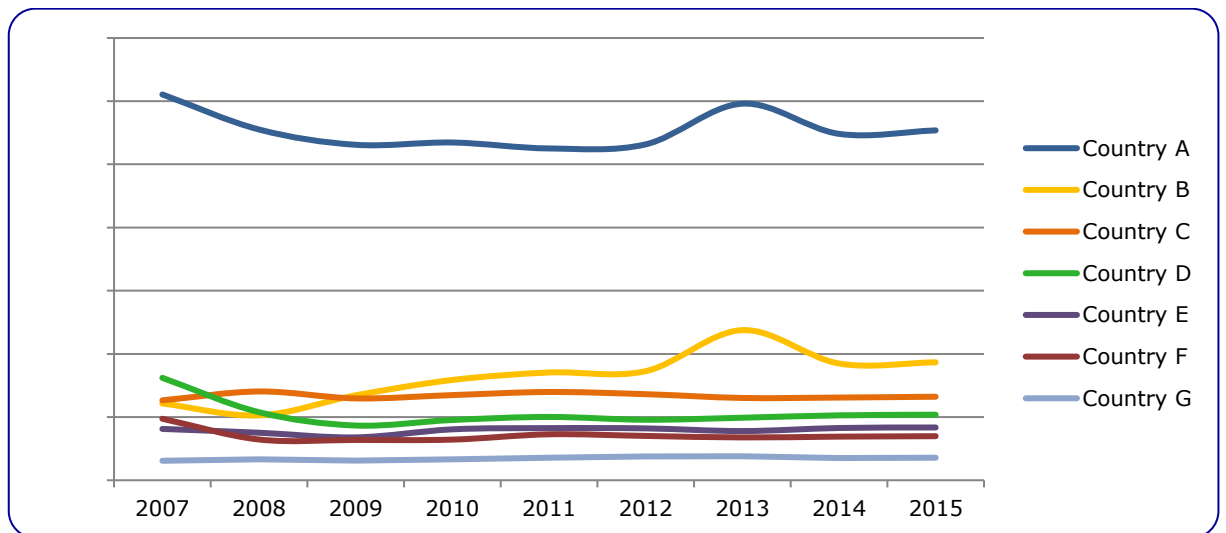


Table 9: Exports, in Value Terms, by Country, 2007-2015
(million USD)

| COUNTRY/PERIOD | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|----------------|------|------|------|------|------|------|------|------|------|-----------------|
| Country A | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country B | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country C | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country D | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country E | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country F | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country G | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Others | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Total | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

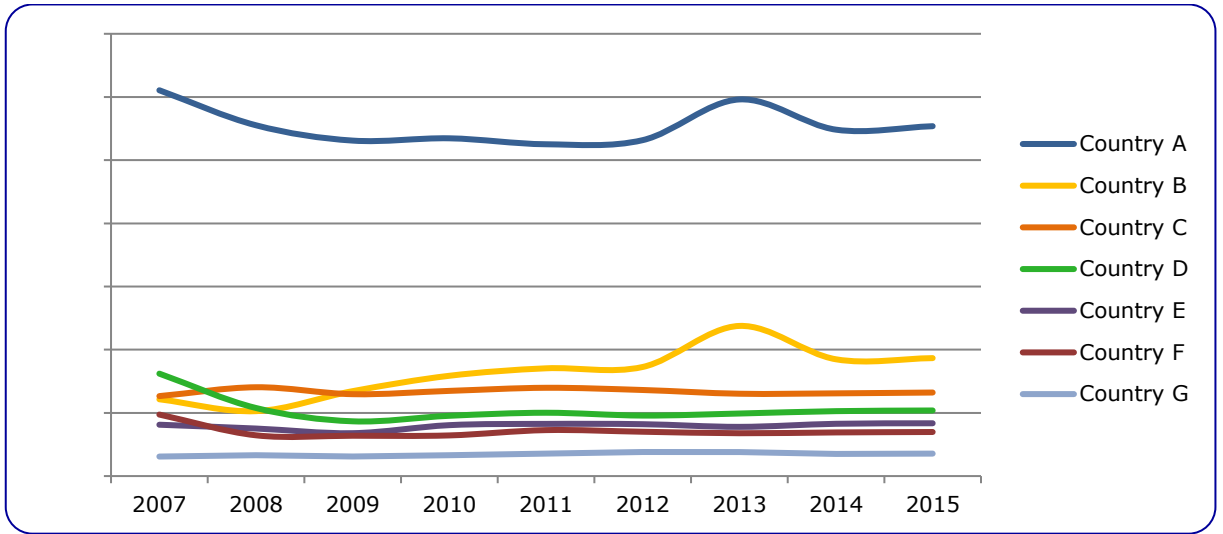
Figure 22: Exports, in Physical Terms, by Country, 2007-2015
(thousand tonnes)



Source: ***

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Figure 23: Exports, in Value Terms, by Country, 2007-2015
(million USD)

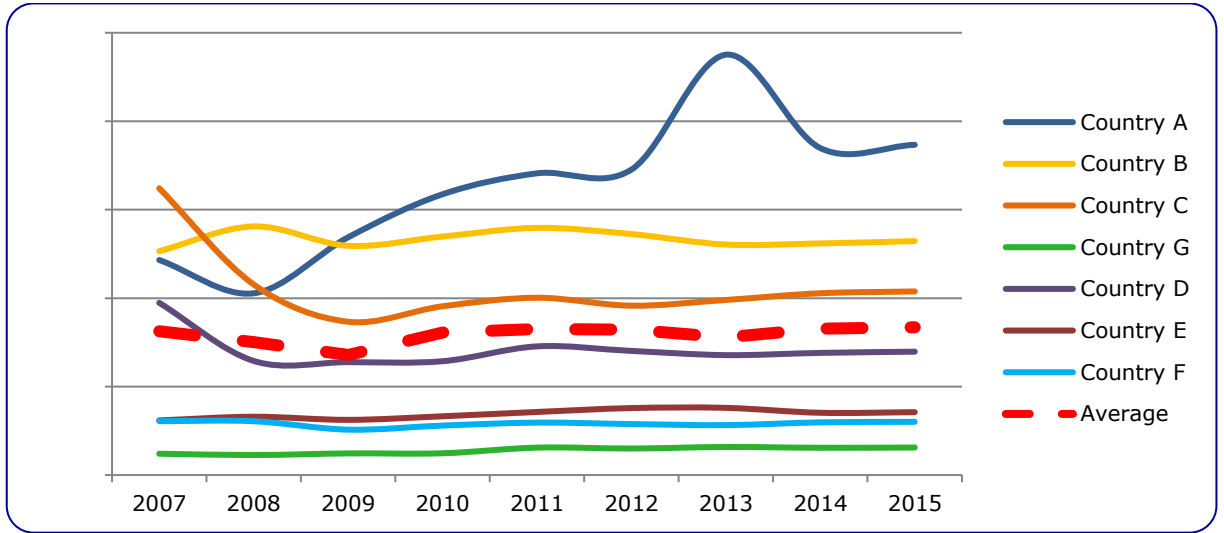


Source: ***

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6.3 EXPORT PRICES

Figure 24: Export Prices, by Country of Destination, 2007-2015
(USD per tonne)



Source: ***

Table 10: Export Prices, by Country of Destination, 2007-2015
(USD per tonne)

| COUNTRY/PERIOD | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|----------------|------|------|------|------|------|------|------|------|------|-----------------|
| Country A | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country B | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country C | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country D | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country E | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country F | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country G | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Average | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

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7. PRICES AND PRICE DEVELOPMENT

7.1 PRODUCER PRICES

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Table 11: Producer Prices, 2007-2015
(USD per tonne)

| Item | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|------|------|------|------|------|------|------|------|------|------|-----------------|
| Cntr | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

7.2 PRODUCER PRICES INDEX

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.
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Table 12: Producer Prices Index - Annual Data (2007 = 100), 2007-2015

| Item | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|------|------|------|------|------|------|------|------|------|------|-----------------|
| Cntr | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

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