

Snacks in Tanzania

July 2023

Table of Contents

Snacks in Tanzania

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for snacks?

MARKET DATA

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

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

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

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

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

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

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

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

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

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

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

CONFECTIONERY

2023 Developments

Prospects and Opportunities

Category Data

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

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

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

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

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

Table 17 - LBN Brand Shares of Confectionery: % Value 2020-2023

Table 18 - Forecast Sales of Confectionery by Category: Volume 2023-2028

Table 19 - Forecast Sales of Confectionery by Category: Value 2023-2028

Table 20 - Forecast Sales of Confectionery by Category: % Volume Growth 2023-2028

Table 21 - Forecast Sales of Confectionery by Category: % Value Growth 2023-2028

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS

2023 Developments

Prospects and Opportunities

Category Data

Table 22 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 23 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 24 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 25 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 26 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 27 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 28 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 29 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 30 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 31 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

ICE CREAM

2023 Developments

Prospects and Opportunities

Category Data

Table 32 - Sales of Ice Cream by Category: Volume 2018-2023

Table 33 - Sales of Ice Cream by Category: Value 2018-2023

Table 34 - Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 35 - Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 36 - NBO Company Shares of Ice Cream: % Value 2019-2023

Table 37 - LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 38 - Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 39 - Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 40 - Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 41 - Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

SAVOURY SNACKS

2023 Developments

Prospects and Opportunities

Category Data

Table 42 - Sales of Savoury Snacks by Category: Volume 2018-2023

Table 43 - Sales of Savoury Snacks by Category: Value 2018-2023

Table 44 - Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

Table 45 - Sales of Savoury Snacks by Category: % Value Growth 2018-2023

Table 46 - NBO Company Shares of Savoury Snacks: % Value 2019-2023

Table 47 - LBN Brand Shares of Savoury Snacks: % Value 2020-2023

Table 48 - Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

Table 49 - Forecast Sales of Savoury Snacks by Category: Value 2023-2028

Table 50 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

Table 51 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

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/snacks-in-tanzania/report.