

Local Olive Oil Prices in Tunisia: A Historical Analysis (2010-2024)

I. Introduction

Tunisia holds a prominent position in the global olive oil market, recognized as a key producer and exporter, particularly outside the European Union.¹ The olive oil sector is a significant contributor to the national economy, playing a crucial role in generating foreign exchange revenue, which is vital given the country's structural import dependencies and balance of payments constraints.⁵ The economic significance of olive oil for Tunisia means that its local pricing is closely linked to the dynamics of international markets and the levels of domestic production. High export volumes indicate that a substantial portion of the olive oil produced in Tunisia is sold internationally. Consequently, global prices and demand exert considerable influence on the prices that local producers can command, and by extension, the prices observed in the local market.

This report aims to document the monthly local prices of olive oil in Tunisia from the year 2010 to 2024. The primary focus is on prices relevant to domestic consumption within Tunisia. The approach taken involves a chronological compilation of available monthly price data. Where consistent monthly data is not obtainable, yearly average prices will be utilized. It is important to acknowledge from the outset that acquiring continuous monthly price information over a 15-year period presents potential challenges. The availability and level of detail in local price data may vary considerably across this timeframe, necessitating a reliance on less frequent reports or estimations for certain periods. Local market prices might not be tracked and reported as systematically as export prices or production volumes. News articles and reports may offer sporadic snapshots rather than a consistent stream of monthly figures, particularly in the earlier years of the period under review.

II. Overview of the Tunisian Olive Oil Market (2010-2024)

The volume of olive oil production in Tunisia has exhibited fluctuations throughout the period from 2010 to 2024. These variations are often attributed to factors such as prevailing weather conditions, notably droughts, and the natural alternating high and low fruit-bearing cycle inherent to olive trees.⁷ Despite these fluctuations, certain years have stood out for their significant production. For instance, Tunisia experienced record yields in 2015, 2017, and the 2019/20 crop year, with expectations of another substantial yield in the upcoming 2024/25 season.⁶ The data from 2015, showing a peak production of 1,700,000 Ton th, followed by a notable decrease to

700,000 Ton th in 2016, clearly illustrates the inherent volatility in production.¹² Production volume serves as a primary determinant of price. Years with high production may correlate with lower local prices due to an increased supply in the market, while conversely, lower production years might see an upward pressure on prices. This relationship is rooted in the basic economic principle of supply and demand: when more olive oil is available, the price tends to decrease, assuming the demand remains relatively constant.

Tunisia is a major player in the international olive oil trade, frequently ranking as the leading exporter outside of the European Union.¹ The value of these exports has shown an increasing trend in certain periods, primarily driven by rising global olive oil prices.⁶ For example, between November 2023 and May 2024, Tunisia's olive oil export revenues surged by nearly 90%.¹⁸ While Tunisia has a strong presence in the export market, a significant proportion of its olive oil is exported in bulk. There has been a growing emphasis and effort to shift towards exporting more packaged, value-added olive oil.¹ The dynamics of the export market exert a substantial influence on the overall health and pricing of the Tunisian olive oil sector. Strong international demand and high global prices can lead to increased revenue for the country but might also have implications for local availability and prices. If a large quantity of olive oil is exported at favorable prices, the local supply could potentially decrease, which might drive up prices in the domestic market, especially for higher-quality oils.

Several key factors have shaped the Tunisian olive oil market between 2010 and 2024. Climate change and the occurrence of droughts have had a notable impact on olive production.⁹ The global olive oil market, including production and prices in other major producing regions such as Spain, Italy, and Greece, also plays a crucial role.³ Trade agreements and import quotas set by the European Union also influence the Tunisian olive oil market.¹ Furthermore, interventions by the Tunisian government, such as the implementation of price caps and subsidies, have been factors affecting the market.¹³ The Tunisian olive oil market operates within a complex web of interconnected factors, including global trade dynamics and domestic government policies. This interconnectedness means that analyzing local price movements requires careful consideration of these external influences. For instance, a drought in a major producing country like Spain could lead to an increase in global olive oil prices, which in turn could make Tunisian exports more valuable and potentially impact local prices. Similarly, government-imposed price controls could artificially regulate or stabilize local prices, regardless of the prevailing market forces.

III. Local Olive Oil Price Analysis (2010-2024)

Data specifically detailing local olive oil prices in Tunisia for the year 2010 within the provided research material is scarce. However, comparative price points for various food items from 2011 onwards suggest the need to explore broader Tunisian economic news archives or agricultural reports from around 2010 to potentially find relevant data. It is plausible that data for the earlier part of this period might be less readily available, potentially due to less systematic or digitized reporting practices at the time.

For the year 2011, a price point of 5950 Tunisian Millimes (TND 5.950) for a liter of refined virgin olive oil is mentioned.⁴⁴ This information is sourced from the "Al-Shaab News website". This provides an initial concrete data point for local olive oil prices in Tunisia and underscores the role of news sources in tracking this information.

The period between 2012 and 2021 shows a limited number of specific local price data points within the provided snippets. One notable mention is from June 2018, where the price in Tunisia remained stable at €3.43 per kilogram.²⁵ This information comes from the International Olive Oil Council. Another piece of information indicates that the average national olive oil production between 2010 and 2020 was approximately 194,000 tons, with about 35,300 tons allocated for local consumption.⁴⁵ However, this source does not provide specific price data for this period. While a snippet provides some price points for other food items in 2018, 2019, and 2020⁴⁴, specific olive oil prices after 2011 are not included. This suggests a general lack of consistent monthly local price data within the readily available snippets for this timeframe. Consequently, the report might need to rely on yearly averages or less frequent price reports if more granular monthly data cannot be found through further in-depth research. The primary focus of the snippets appears to be more on export market trends, overall production volumes, and policy discussions rather than detailed tracking of local prices on a month-to-month basis.

For the year 2022, more specific price-related information becomes available, particularly towards the end of the year. In December 2022, the average cost of a liter of olive oil in Sfax was €4.52.⁹ This was reported by the Olive Oil National Office (ONH) in their bulletin and highlighted by the Olive Oil Times. This price represented a new record for the local product and was double the price compared to December 2021.⁹ Additionally, between January and August 2022, the average export price of Tunisian olive oil increased from TND 8.09 to TND 10.66 per kilogram, according to data from the National Observatory of Agriculture (Onagri).²¹ For the broader 2022-2023 season, the average export price reached TND 15,192 per ton.⁴⁶ The increased price in 2022 was likely influenced by factors such as lower olive oil production in the 2022/23

season.⁹

In 2023, local olive oil prices in Tunisia experienced a significant rise. By October 2023, the price had jumped from TND 15 per kilogram in March 2023 to approximately TND 25 per kilogram.²⁴ There were even estimations that domestic prices could reach TND 30 per kilogram.²⁴ This surge in prices prompted the Tunisian government to intervene in December 2023 by announcing plans to offer a preferential price of TND 15 per liter for local consumers.²⁴ This government action aimed to mitigate the impact of the high prices on the domestic market. The increase in local prices during 2023 was likely linked to climatic conditions that led to lower olive oil production.²⁴

The year 2024 saw some shifts in the local olive oil market compared to the previous year's high prices. By November 2024, wholesale prices were reported to be falling, from TND 18 to TND 14 per liter.¹⁶ This decrease was noted to be in line with global price trends and was reported by the Tunisian National Olive Oil Office (ONH). Throughout 2024, the general price range appeared to be between TND 12 and TND 18 per liter, indicating a decrease from the peak of 2023.⁴⁷ However, prices at the mill level were reported to be between TND 15 and TND 17 per liter, while retail prices for packaged olive oil could reach as high as TND 25 per liter.⁴⁸ For the upcoming 2025 season (which would reflect prices towards the end of 2024 and early 2025), the Ministry of Agriculture projected a selling price range of TND 18 to TND 22 per liter.⁴⁹ Earlier in the year, in January 2024, olive prices were noted to range from 2000 to 5700 millimes per kilogram, which could have influenced subsequent olive oil prices.⁵⁰ Additionally, a national consumption program offered premium virgin olive oil at a preferential price of TND 15 per liter.⁵¹ Some sources suggested a price range of TND 13-15 per liter for traditional olive oil and TND 18-22 for organic olive oil in 2024.⁵² The decrease in local olive oil prices in 2024 compared to 2023 was likely influenced by the anticipated bumper harvest in the 2024/25 season ⁶, which would have increased the supply in the market.

Table 1: Monthly and Yearly Local Olive Oil Prices in Tunisia (2010-2024)

Year	Month	Price	Currency	Source
2011		5.950	TND	Al-Shaab News website ⁴⁴
2018	June	3.43	EUR	International Olive Oil Council

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2022	December	4.52	EUR	Olive Oil National Office (ONH) bulletin, reported by Olive Oil Times ⁹
2023	March	15	TND/kg	Olive Oil Times ²⁴
2023	October	~25-30	TND/kg	Olive Oil Times ²⁴
2023	December	15	TND/liter	Tunisian Government (preferential price) ²⁴
2024	January	2.0-5.7	TND/kg	Sector officials (producer costs) ¹⁸
2024	January	2000-5700	Millimes/kg	⁵⁰
2024		12-18	TND/liter	⁴⁷
2024		13-15	TND/liter	⁵² (traditional)
2024		18-22	TND/liter	⁵² (organic)
2024	November	14	TND/liter	Tunisian National Olive Oil Office (ONH) (wholesale, falling from TND 18) ¹⁶
2024		15-17	TND/liter	⁴⁸ (at mills)

2024		~25	TND/liter	⁴⁸ (retail, packaged)
2024/25		18-22	TND/liter	Ministry of Agriculture (projected selling price) ¹⁴
2024		15	TND/liter	National consumption program (premium virgin) ¹⁶

IV. Correlation with Export Prices and Global Market

The local prices of olive oil in Tunisia exhibit a discernible relationship with the trends observed in export prices.¹⁸ Fluctuations in export prices, often driven by international demand and supply dynamics, can create ripple effects in the domestic market. For instance, periods of high global olive oil prices tend to correlate with increased export revenues for Tunisia.⁶ This can, in some instances, lead to a tightening of local supply, potentially putting upward pressure on local prices, especially for premium grades of olive oil favored for export. Conversely, a downturn in global prices might lead to a greater availability of olive oil in the local market, potentially resulting in price stabilization or even a decrease.

The global olive oil market, particularly the production levels and prices in major producing countries like Spain, Italy, and Greece, also exert a significant influence on local Tunisian prices.³ If there is a poor harvest in Spain, the world's largest producer, global prices tend to rise, making Tunisian olive oil more competitive in the international market and potentially affecting local pricing strategies. Similarly, the production volumes in competing countries can influence the demand for Tunisian olive oil and consequently its price, both for export and in the local market.

Furthermore, the import quotas established by the European Union have an impact on the Tunisian olive oil market.¹ These quotas regulate the amount of Tunisian olive oil that can be imported into the EU at preferential tariff rates. The existence of these quotas can influence the volume of olive oil available for export and, by extension, the supply remaining for local consumption, which can in turn affect local prices. Limitations on export volumes due to quotas might lead to a larger supply in the domestic market, potentially exerting downward pressure on local prices, while an

increase in quotas could have the opposite effect. Therefore, local olive oil prices in Tunisia are not determined in isolation but are significantly shaped by the interplay of international trade dynamics and the performance of the export sector, which are themselves influenced by global market conditions and regulatory frameworks like EU import quotas.

V. Role of Key Institutions

The National Observatory of Agriculture (ONAGRI) serves as a primary and crucial source for agricultural statistics and market information within Tunisia.¹ As a public administrative institution under the Ministry of Agriculture, Water Resources and Fisheries, ONAGRI is mandated to establish a reliable information system for analyzing the agricultural sector, both nationally and internationally. This includes collecting, analyzing, and disseminating data on various aspects of agriculture, including olive oil production, exports, and market trends. ONAGRI's reports and publications often contain valuable data and analysis that shed light on the performance of the olive oil sector. For example, ONAGRI data has been cited in numerous reports regarding olive oil export volumes and values.²

The Olive Oil National Office (ONH) is another key institution playing a significant role in the Tunisian olive oil market.⁵ The ONH is involved in market regulation, export promotion, and potentially domestic price stabilization. For instance, the ONH has announced record production estimates¹⁶ and has been reported to purchase olive oil at fair market prices to ensure farmers receive a reasonable return.¹⁵ The ONH also plays a role in implementing national programs aimed at promoting local consumption of olive oil by offering it at preferential prices.¹⁶ Both ONAGRI and ONH are important sources for understanding the dynamics of the Tunisian olive oil market. Their reports and bulletins, such as ONAGRI's "Figures of the Month"²⁰ and ONH's production bulletins⁹, may contain historical data relevant to olive oil prices and market conditions. These organizations are central to the collection and dissemination of information that can help in analyzing the historical trends of local olive oil prices in Tunisia.

VI. Challenges and Data Limitations

Obtaining consistent monthly local price data for olive oil in Tunisia across the entire period from 2010 to 2024, based on the provided research material, presents certain challenges. While the snippets offer valuable insights into production volumes, export trends, and some specific price points at different times, a continuous monthly record of local prices is not readily available. The analysis has relied heavily on news articles

and reports from various sources, including the Olive Oil Times and Tunisian news outlets. These sources often provide price information in response to specific market events or policy changes, leading to a somewhat sporadic collection of data rather than a systematic monthly tracking.

There are notable gaps in the data, particularly for the years between 2012 and 2021, where specific local price mentions are infrequent in the provided snippets. While export prices and production volumes are discussed more regularly, detailed information on the prices faced by local consumers on a monthly basis during these years is scarce. This limitation highlights the potential absence of a centralized, publicly accessible database specifically dedicated to tracking historical local olive oil prices in Tunisia. Unlike some international commodity markets where price data is systematically recorded and archived, local agricultural prices might not be subject to the same level of rigorous and consistent public reporting. Therefore, while the available information provides a valuable overview and some key price points, a complete month-by-month analysis for the entire 15-year period is constrained by these data limitations. Further research, potentially involving direct engagement with Tunisian agricultural authorities or a more extensive search of archival records, might be necessary to fill these gaps and create a more comprehensive historical price series.

VII. Conclusion

The analysis of local olive oil prices in Tunisia from 2010 to 2024, based on the available research, reveals several key trends. The price of local olive oil has been subject to fluctuations, influenced by factors such as production volumes, global market prices, and government interventions. Significant price spikes were observed in 2022 and 2023, likely driven by lower production due to adverse weather conditions and strong international demand. The government responded to these increases with measures like price caps and preferential pricing schemes to support local consumers. In 2024, there was a noted decrease in local prices, possibly due to an anticipated increase in production.

Despite these observations, the data for local monthly prices remains somewhat fragmented, particularly for the period between 2012 and 2021. The reliance on news articles and reports provides valuable snapshots but does not offer a continuous monthly record. This limitation underscores the need for further, more targeted research to construct a complete historical dataset of local olive oil prices in Tunisia. Such comprehensive data would be invaluable for market analysts, policymakers, and stakeholders in the Tunisian olive oil sector, enabling a deeper understanding of

market dynamics and facilitating more informed decision-making. While the available information provides a crucial foundation, the fragmented nature of the data highlights the challenges in conducting a fully granular historical analysis.

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