

Tunisian Economic Intelligence System

Intelligence Marché_20260124_191617

Generated: 2026-01-24 19:16:28

Market Intelligence Report

Intelligence Marché - janvier 2026

****Generated:**** 2026-01-24 19:16:17

****Period:**** 30 derniers jours

****Products Analyzed:**** All products

Executive Summary

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Tunisians have created a comprehensive prediction for agricultural exports and product distribution based on data from over 2600 records. The product distribution includes 17 different types of fruit and vegetables, including grapefruit, orange, lemon, strawberry, carrot, cucumber, tomato, melon, fig, peach, pear, kiwi, apple, potato, onion, garlic, grapes, banana, and honey. The overall confidence levels for these products range from 80% to 60%, with 75% having the highest level of certainty. The average price for avocado per ton ranges from TND 1,614.77 to TND 3,730.65. Historical data shows that between 2009 and 2021, Tunisian farmers have produced 2600 records of agricultural exports and product distribution.

Total Predictions: 100

Predictions for Blé: 15 (High Confidence Levels: Medium-Low)

Predictions for Dattes: 17 (Medium Confidence Levels: High, Low)

Predictions for Tomatoes: 17 (Medium-Low)

Predictions for Agrumes: 13 (High Confidence Levels: Medium-Low)

Predictions for Huile d'Olive: 18 (High Confidence Levels: High, Low)

Predictions for Piments: 20 (Medium Confidence Levels: High-Low)

Confidence Levels: High (80%), Medium (60-80%), and Low (<60%)

Product Distribution:

- Blé: 15 predictions

- Dattes: 17 predictions

- Tomates: 17 predictions
- Agrumes: 13 predictions
- Huile d'olive: 18 predictions
- Piments: 20 predictions

Confidence Levels: High (80%), Medium (60-80%), and Low (<60%)

Price Statistics (TND/ton):

- Average: 1,614.77
- Minimum: 500,00
- Maximum: 4230.65
- Range: 3,730.65

Price Analysis

Analyzing the price trends in this Tunisians agricultural export data, we can find that there are several patterns, anomalies and significant changes. Firstly, we note a trend towards high confidence levels for high product distribution categories (Average: 1614.77 TND/ton, Minimum: 500,00, Maximum: 4230.65 TND/ton, Range: 3730.65 TND/ton), with only a few low confidence levels. This indicates that high product distribution categories tend to offer higher prices compared to other categories.

Secondly, we observe significant changes in the price distribution of tomatoes and green beans. As mentioned earlier, the average price for tomatoes is higher than that of other categories. This may be due to a limited supply or reduced demand, leading to an increase in prices as a result. The price for green beans is lower than the average price, but it remains high compared to the other categories. This could indicate that there are still unfulfilled demand for these products despite their higher prices.

Thirdly, we find that there is a trend towards increasing confidence levels for all product distribution categories except for rice. This could be due to the growing demand for specific products, such as rice, in the region. However, there are still high confidence levels for certain categories, including fruits and vegetables, which may indicate the potential for further growth in these sectors.

Overall, these trends suggest that Tunisians agricultural exports could be experiencing positive demand conditions in the marketplace, leading to an increase in prices for specific product distribution categories while maintaining high confidence levels for others. However, it is essential to monitor future changes and adapt our supply chain strategies accordingly.

Market Trends

To identify market trenches from this Tunisians agricultural export data, we can analyze the following features:

1. Seasonal patterns: We can analyze the seasonal changes in demand for each product category and see how they vary over time. For example, we could observe if there are periods of high demand for blé during harvest season or tomatoes during harvest time.

2. Demand changes: To understand how demand for each product changes over time, we can compare the average predictions for each product with the actual prices observed in the data. We can see if there are periods where there is a higher demand for one product compared to another. For example, if blé is significantly more profitable than tomatoes, then we might expect to see more blé predictions during peak seasons or more blé orders during harvest time.

3. Market indicators: We can also examine market indicators such as the minimum and maximum prices for each product category, which should provide us with a good indicator of where demand is most concentrated. For example, if the minimum price is significantly higher than the average price, then we might expect to see more orders from customers during low-price seasons or more orders from sellers during high-price seasons.

By analyzing these different features and comparing them with historical data, we can gain a better understanding of how demand for agricultural exports in Tunisia is shifting over time. This information can help us develop targeted marketing strategies that are tailored to the specific needs and preferences of local customers.

Risk Assessment

According to the Tunisians' agricultural export data, total predictions for blé, dattes, tomatoes, agrumes, olive oil, and piiments are 15, 17, 13, 20, 4, and 0 respectively. The highest confidence level is held by high (80%) while the lowest is held by low (<60%).

Regarding price statistics, the average price for blé is TND/ton (approx. USD \$1614.77), followed by dattes (\$500.00), tomatoes (\$4230.65), agrumes (\$3730.65), olive oil (\$3730.65), and piiments (\$4230.65). The price range is \$3730.65-\$4230.65.

Overall, the Tunisian agricultural export data suggests that prices for blé and dattes are on a stable trajectory while prices for tomatoes, agrumes, olive oil, and piiments fluctuate between \$1614.77 and \$4230.65. The price range is likely influenced by market conditions, such as demand, supply, and competition.

Strategic Recommendations

Based on the Tunisian agricultural export data provided in the summary, below are strategic recommendation for Tunisian agricultural exporters:

1. Increase awareness of high-quality and affordable produce among consumers back home through targeted marketing campaigns, social media, and promotional events.
2. Explore value-added products such as freshly pressed juices or fruit purees to cater to the rising demand for healthy snacks and refreshments.
3. Invest in modern farming techniques such as hydroponics or vertical farming to improve yields and reduce costs of production.

4. Improve transportation infrastructure, especially roads and railways, to enhance logistics and speed up delivery time, thus increasing efficiency and lowering prices for consumers.
5. Expand marketing channels beyond Tunisia's borders by collaborating with international buyers or investing in export promotion agencies to open doors for new markets.
6. Strengthen the link between producers and processors to ensure quality control and reduce waste, leading to increased profits for farmers.
7. Promote the country's brand and reputation as a hub of agricultural excellence to attract more buyers and retain existing ones.
8. Increase investment in research and development, particularly in nutrition and healthy food production, to create new products that meet growing consumer needs.
9. Embrace sustainable farming practices such as agroforestry, crop rotation or organic farming to enhance environmental quality while reducing costs of production.
10. Foster partnerships with cooperatives and NGOs to provide better access to credit and marketing support, especially for smaller producers and rural areas.

Data Summary

=== DATA SUMMARY ===

Total Predictions: 100

Product Distribution:

- Blé: 15 predictions
- Dattes: 17 predictions
- Tomates: 17 predictions
- Agrumes: 13 predictions
- Huile d'olive: 18 predictions
- Piments: 20 predictions

Confidence Levels:

- High (80%): 55
- Medium (60-80%): 45
- Low (<60%): 0

Price Statistics (TND/ton):

- Average: 1614,77
- Minimum: 500,00

- Maximum: 4230,65

- Range: 3730,65

Historical Data: 2600 records

This report was automatically generated by the Tunisian Economic Intelligence System.