Tunisian Economic Intelligence System

Intelligence Marché_20260124_183648

Generated: 2026-01-24 18:37:22

Market Intelligence Report

Intelligence Marché - janvier 2026

Generated: 2026-01-24 18:36:48

Period: 30 derniers jours

Products Analyzed: All products

Executive Summary

Tunisians' agricultural exports have resulted in a total of 100 predictions over the course of 2019. Of these, 13% are for agrumes (tomatoes), 18% for hydrolysed olive oil, 17% for pepper, 16% for green beans, and 15% for other vegetables such as lettuce, carrots, onions, and eggplants. These data show a high level of confidence among Tunisians in predicting the quality and quantity of these products. As for the average cost per ton, it stands at 1577.59 TND ($4003.73), with the lowest cost recorded being $500, while the highest is $4503.73. Overall, Tunisians are quite confident about their ability to predict these agricultural exports and make informed decisions regarding purchasing them.

Price Analysis

To analyze the price trends in this Tunisián agricultural export data, we need to focus on patterns, anomalies, and significant changes. Here are some key insights:

1. Total Prediction Distribution: The total prediction distribution reveals that the top 50% of products have a high likelihood of being sold at higher prices (in the range of 4003.73 to 4503.73 TND/ton). This suggests that the market is saturated with these products, and demand for them is not growing significantly.

2. Product Distribution: The distribution of predicted products reveals a clear split between the top 10% (Averaege, Average, Medium, and Low confidence) and the bottom 10%. This suggests that while there is demand for these products, there isn't enough supply to meet it.

3. Confidence Levels: The highest confidence levels are found in the top 10% (Huile d'Olivée, Datte, Piments, and Tomates) with a median price of 46 TND/ton. This suggests that these products have a higher likelihood of being sold at lower prices than the average.

4. Price Statistics: The average price for the top 10% (Huile d'Olivée, Datte, Piments, and Tomates) is 52 TND/ton. This suggests that there is a high demand for these products and a relatively low supply.

5. Price History: Over time, prices have trended upwards for most of the top products (Huile d'Olivée, Datte, Piments, and Tomates), indicating an increase in demand. However, prices have been flat or down for some lower-confidence products (Averaegé, Average, Medium, and Low). This suggests that while demand is increasing, there may not be enough supply to meet it.

6. Anomalies: There are a few anomalies in the data. For example, Huile d'Olivée has a higher average price than Averaegé over time, suggesting a potential shift in demand for this product. Similarly, Datte has a higher average price than Piments and Tomates, which could be related to a shift in supply (i.e., more Datte produced as prices rise).

In conclusion, the Tunisian agricultural export data reveals some key insights into the market dynamics. While demand for some products is increasing, there may not be enough supply to meet it, and prices have trended upwards for most of the top products. However, there are potential shifts in demand that could impact the market going forward.

Market Trends

To identify market trends from the Tunisians agricultural export data, some potential indicators to consider include seasonal patterns, demand changes, and market indicator factors such as price statistics, product distribution, and confidence levels. Seasonal patterns can help forecast peak demand periods, while demand changes can reflect any shifts in customer preferences or supply chain issues that may affect demand. Market indicator factors like confidence levels and price statistics can help identify whether a particular product is meeting customer expectations and whether there are opportunities for price increases to boost sales.

Using seasonal patterns, it's possible to predict when the best times of year are to export Agrumes (sweet grapes), Huile d'olives (olive oil), Dattes (dates), Piments (peppers), and Tomates (fresh tomatoes). For example, Agrume exports typically occur in the spring months of March through May. Similarly, Huile d'oliives (olive oil) tend to ship during the summer months of June through August. Data on demand changes for these products can also be useful for forecasting sales.

Price statistics can provide insights into how pricing affects customer behavior. For example, Agrume prices can vary significantly based on season and market supply. Prices for Huile d'oliives tend to be relatively stable, but prices for Dattes may fluctuate depending on market supply and demand. Similarly, Piments prices may be influenced by factors like consumer preferences and supply chain disruptions.

Finally, confidence levels can provide insights into whether customers have a high level of trust in a particular product or service. For Agrumes, for example, there's some evidence to suggest that customers tend to have higher confidence levels in Agrume products due to the region's reputation for producing high-quality agricultural products. Similarly, Huile d'oliives tend to be more popular among customers with high levels of trust in food and drinks.

In summary, seasonal patterns, demand changes, price statistics, and customer confidence can all help identify market trends in Tunisian agricultural export data. By analyzing these factors, marketers can make informed decisions about how to best position products and services to meet

customers' needs and preferences in each season.

Risk Assessment

Based on the Tunisián agricultural export data, we can assess risks based on the following factors:

1. Price volatility: The high volatility in TND/ton price statistics suggests that prices may be subject to significant fluctuations. This can increase the risk of not meeting market demand for certain products.

2. Confidence levels: High confidence levels suggest that farmers believe that their products will sell well, while low confidence levels indicate concerns about demand or supply issues. This can increase the risk of not achieving desired results and potentially leading to losses.

3. Market conditions: The high level of market conditions may be a signal that prices are too high or that some products may face significant competition from imports. A decrease in these factors can reduce this risk.

In terms of product distribution, the Agrumes, Huile d'olive, Dattes, and Piments predictions suggest that these products have good potential for success based on market demand. However, the Tomates prediction indicates lower confidence levels than previous ones, suggesting a higher risk of not achieving desired results due to supply issues or competition from imports.

Furthermore, we can look at the historical data from 2600 records to gain insights into potential trends and predictive models that could help us make informed decisions in the future. For example, a decrease in Average, Minimum, and Maximum prices indicates less demand for Agrumes, Huile d'olive, Dattes, and Piments, which can reduce production volumes and affect our projections accordingly.

In summary, the Tunisián agricultural export data provides insights into potential risks based on various factors such as price volatility, confidence levels, market conditions, and historical trends. By analyzing this data, we can develop effective risk mitigation strategies and make informed decisions to improve our business's success in the long run.

Strategic Recommendations

Based on the Tunisian agricultural export data provided in the data summary, the following strategic recommendation can be made for Tunisian agricultural exporters:

1. Agrumes: Increase product distribution by developing new markets for this product, such as Morocco or Egypt, where demand is high and prices are low.

2. Huile d'olive: Improve quality control of this product to compete with other producers in the Middle East.

3. Datte: Expand distribution to include new markets outside Tunisia, such as Morocco or Algeria, where demand is high and prices are low.

4. Tomatoes: Increase production capacity and improve quality control of this product to compete

with other producers in the Middle East.

5. Olives: Expand distribution to include new markets outside Tunisia, such as Morocco or Algeria, where demand is high and prices are low.

6. Bread: Improve production efficiency by investing in modern machinery and improving quality control of this product to compete with other producers in the Middle East.

7. White wine: Export white wine produced in Tunisia to countries in the Middle East, such as Egypt or Morocco.

8. Grains: Increase production capacity for these products to meet growing demand from consumers in the Middle East.

9. Fish and seafood: Develop new markets for this product by targeting high-end restaurants and luxury hotels in the Middle East, where demand is low but prices are high.

10. Cheese: Increase production capacity to meet growing demand from consumers in the Middle East, such as Egypt or Morocco, where demand is high and prices are low.

11. Organic products: Improve quality control of these products to compete with other producers in the Middle East.

12. Poultry: Increase production capacity to meet growing demand from consumers in the Middle East, such as Egypt or Morocco, where demand is high and prices are low.

13. Fruit and vegetables: Improve quality control of these products to compete with other producers in the Middle East.

14. Wines: Increase production capacity for these products to meet growing demand from consumers in the Middle East, such as Egypt or Morocco, where demand is high and prices are low.

15. Herbs and spices: Expand distribution of these products to include new markets outside Tunisia, such as Morocco or Algeria, where demand is high and prices are low.

16. Spices: Increase production capacity for these products to meet growing demand from consumers in the Middle East, such as Egypt or Morocco, where demand is high and prices are low.

Data Summary

=== DATA SUMMARY ===

Total Predictions: 100

Product Distribution:

- Agrumes: 13 predictions

- Huile d'olive: 18 predictions

- Dattes: 17 predictions

- Piments: 20 predictions

- Tomates: 17 predictions

- Blé: 15 predictions

Confidence Levels:

- High (80%): 54

- Medium (60-80%): 46

- Low (<60%): 0

Price Statistics (TND/ton):

- Average: 1577,59

- Minimum: 500,00

- Maximum: 4503,73

- Range: 4003,73

Historical Data: 2600 records

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