



Euromonitor  
International

# Sauces, Dips and Condiments in Tunisia

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## Sauces, Dips and Condiments in Tunisia - Category analysis

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Urban convenience drives demand

#### INDUSTRY PERFORMANCE

Rising prices and lifestyle changes shape demand

Ketchup leads growth

#### WHAT'S NEXT?

Mixed outlook for sauces, dips and condiments

Health and wellness will remain a niche, yet growing trend

Imported and international brands to drive product innovation

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Urbanisation drives demand but affordability remains key

#### KEY TRENDS

#### INDUSTRY PERFORMANCE

Rising prices limit demand

Health and wellness is emerging trend

Growing demand for convenient meal solutions

#### WHAT'S NEXT?

Modernisation and convenience to drive growth

Continued focus on everyday value

Private label will gain traction

## COMPETITIVE LANDSCAPE

Lesieur Cristal SA leads sales as the OCT loses ground

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sauces-dips-and-condiments-in-tunisia/report](http://www.euromonitor.com/sauces-dips-and-condiments-in-tunisia/report).