



Chocolate Confectionery in Tunisia

October 2025

Table of Contents

Chocolate Confectionery in Tunisia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales see robust growth, driven by price increases, while volume remains low and stable
Société Tunisienne de Chocolaterie et de Confiserie maintains its lead thanks to myriad strengths
Small local grocers remain key outlets for chocolate confectionery

PROSPECTS AND OPPORTUNITIES

Ongoing steady sales expected, driven by both high prices and stable baseline demand
Innovation will boost sales over the forecast period
Health and wellness trends will encourage sugar-free alternatives

CATEGORY DATA

Table 1 - Sales of Chocolate Confectionery by Category: Volume 2020-2025
Table 2 - Sales of Chocolate Confectionery by Category: Value 2020-2025
Table 3 - Sales of Chocolate Confectionery by Category: % Volume Growth 2020-2025
Table 4 - Sales of Chocolate Confectionery by Category: % Value Growth 2020-2025
Table 5 - Sales of Chocolate Tablets by Type: % Value 2020-2025
Table 6 - NBO Company Shares of Chocolate Confectionery: % Value 2021-2025
Table 7 - LBN Brand Shares of Chocolate Confectionery: % Value 2022-2025
Table 8 - Distribution of Chocolate Confectionery by Format: % Value 2020-2025
Table 9 - Forecast Sales of Chocolate Confectionery by Category: Volume 2025-2030
Table 10 - Forecast Sales of Chocolate Confectionery by Category: Value 2025-2030
Table 11 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2025-2030
Table 12 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2025-2030

Snacks in Tunisia - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for snacks?

MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2020-2025
Table 14 - Sales of Snacks by Category: Value 2020-2025
Table 15 - Sales of Snacks by Category: % Volume Growth 2020-2025
Table 16 - Sales of Snacks by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Snacks: % Value 2021-2025
Table 18 - LBN Brand Shares of Snacks: % Value 2022-2025
Table 19 - Penetration of Private Label by Category: % Value 2020-2025
Table 20 - Distribution of Snacks by Format: % Value 2020-2025
Table 21 - Forecast Sales of Snacks by Category: Volume 2025-2030
Table 22 - Forecast Sales of Snacks by Category: Value 2025-2030
Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

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SOURCES

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