



Euromonitor
International

Baked Goods in Tunisia

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Baked Goods in Tunisia - Category analysis

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Unpackaged leavened bread accounts for most value sales

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Dessert mixes gain most value share

WHAT'S NEXT

Continuing growth over forecast period

Focus on a healthier positioning

Technological advancements improve efficiencies

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Société Le Boulanger gains most value share

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Small local grocers continue to lead distribution

Discounters gain most value share

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[Staple Foods in Tunisia - Industry Overview](#)

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Modest volume growth as inflations slow

Rising health consciousness has growing influence

Less mature segments register higher value growth

WHAT'S NEXT?

Further growth over forecast period

Innovation way to stand out from crowd

Growing demand for healthier options

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Small local grocers continue to dominate

Discounters gain most value share

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