



Gum in Tunisia

October 2025

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Gum in Tunisia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales of gum remain strong, offsetting more sluggish volume growth
Confiserie Triki le Moulin maintains lead, thanks to robust portfolio of brands
Small local grocers remain key outlets for gum

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Value sales set to remain strong, with widening distribution fostering competition between brands
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