



**Euromonitor
International**

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

PROSPECTS AND OPPORTUNITIES

Value sales set to remain strong, with widening distribution fostering competition between brands
Innovation will focus on new product launches which attract children
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SOURCES

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