



Euromonitor
International

Rice, Pasta and Noodles in Tunisia

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Rice, Pasta and Noodles in Tunisia - Category analysis

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Pasta and rice continue to be subsidised

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Pasta continues to dominate

Rice gains most value share in 2025

WHAT'S NEXT?

Modest value and volume growth over forecast period

Gluten-free pasta gets boost from new subsidy

Increasing liberalisation over forecast period

COMPETITIVE LANDSCAPE

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Rising health consciousness has growing influence
Less mature segments register higher value growth

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Innovation way to stand out from crowd
Growing demand for healthier options

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Discounters gain most value share

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