



Euromonitor
International

Edible Oils in Tunisia

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Edible Oils in Tunisia - Category analysis

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2025 DEVELOPMENTS

Edible oils retain central role

INDUSTRY PERFORMANCE

Robust performance for edible oils

Corn oil and sunflower oil drive value growth

WHAT'S NEXT

Declining subsidies and other government initiatives will support long-term growth

Rising health consciousness will drive demand for sunflower oil

Product innovation will stimulate consumer interest

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Lesieur Cristal SA maintains leadership

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Health and wellness is emerging trend

Growing demand for convenient meal solutions

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Modernisation and convenience to drive growth

Continued focus on everyday value

Private label will gain traction

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Lesieur Cristal SA leads sales as the OCT loses ground

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