



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Tunisia

October 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales remain stable, supported by the popularity of sweet biscuits and the rise of snack bars

Société Tunisienne de Biscuiterie maintains its strong lead thanks to success of Saïda

Small local grocers remain key outlets for sweet biscuits, snack bars, and fruit snacks

PROSPECTS AND OPPORTUNITIES

Ongoing strong sales supported by new product launches and enhanced distribution

Price-quality ratios and health-positioned innovations will be key to ongoing developments

Sugar and flour taxes will continue to impact manufacturing costs and prices for local producers

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-tunisia/report.