



# Sweet Spreads in Tunisia

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## Sweet Spreads in Tunisia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Urbanisation and growth of modern retail fuel growth

#### INDUSTRY PERFORMANCE

Urbanisation and middle-class expansion boosts growth

Honey emerges as most dynamic category

#### WHAT'S NEXT?

Sweet spreads will continue to gain popularity

Health and wellness trend will gain traction

Expansion of modern distribution channels will fuel growth

#### COMPETITIVE LANDSCAPE

Société Tunisienne de Chocolaterie et de Confiserie maintains leadership

Dr Oetker Gias Sarl is most dynamic player

#### CHANNELS

Small local grocers remains leading channel, despite growing competition

Discounter Aziza shows dynamism

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## Cooking Ingredients and Meals in Tunisia - Industry Overview

### EXECUTIVE SUMMARY

Urbanisation drives demand but affordability remains key

#### KEY TRENDS

#### INDUSTRY PERFORMANCE

Rising prices limit demand

Health and wellness is emerging trend

Growing demand for convenient meal solutions

#### WHAT'S NEXT?

Modernisation and convenience to drive growth

Continued focus on everyday value

Private label will gain traction

## COMPETITIVE LANDSCAPE

Lesieur Cristal SA leads sales as the OCT loses ground

Dr Oetker Gias Sarl gains traction with Vanoise Ma Crème à Tartiner

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Small local grocers continue to dominate distribution

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