



Cooking Ingredients and Meals in Tunisia

January 2026

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Cooking Ingredients and Meals in Tunisia

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

Discounters is fastest growing channel

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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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GIAS gains ground with Nejma brand

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INDUSTRY PERFORMANCE

Rising prices drive value growth amid stagnant demand

Convenience and local flavour innovation boost value growth in ready meals

WHAT'S NEXT?

Busy lifestyles and rising prices will drive growth but urban restaurant delivery services could impede further development

Health and wellness will remain minor focus

Limited innovation anticipated

COMPETITIVE LANDSCAPE

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[Sauces, Dips and Condiments in Tunisia](#)

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Urban convenience drives demand

INDUSTRY PERFORMANCE

Rising prices and lifestyle changes shape demand

Ketchup leads growth

WHAT'S NEXT?

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Health and wellness will remain a niche, yet growing trend

Imported and international brands to drive product innovation

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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

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