



Euromonitor  
International

# Cooking Ingredients and Meals in Tunisia

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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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Rising health consciousness will drive demand for sunflower oil  
Product innovation will stimulate consumer interest

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### 2025 DEVELOPMENTS

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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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Ketchup leads growth

### WHAT'S NEXT?

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Imported and international brands to drive product innovation

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### Sweet Spreads in Tunisia

## KEY DATA FINDINGS

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## INDUSTRY PERFORMANCE

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Honey emerges as most dynamic category

## WHAT'S NEXT?

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Health and wellness trend will gain traction

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## COMPETITIVE LANDSCAPE

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## CHANNELS

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cooking-ingredients-and-meals-in-tunisia/report](http://www.euromonitor.com/cooking-ingredients-and-meals-in-tunisia/report).

