



Euromonitor  
International

# Staple Foods in Tunisia

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## Staple Foods in Tunisia

### EXECUTIVE SUMMARY

Old reliables continue to be popular

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Modest volume growth as inflations slow  
Rising health consciousness has growing influence  
Less mature segments register higher value growth

#### WHAT'S NEXT?

Further growth over forecast period  
Innovation way to stand out from crowd  
Growing demand for healthier options

#### COMPETITIVE LANDSCAPE

ManarThon SA benefits from attractive prices and wide distribution  
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Small local grocers continue to dominate  
Discounters gain most value share

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Unpackaged leavened bread accounts for most value sales

#### INDUSTRY PERFORMANCE

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Dessert mixes gain most value share

## WHAT'S NEXT

Continuing growth over forecast period  
Focus on a healthier positioning  
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## COMPETITIVE LANDSCAPE

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## CHANNELS

Small local grocers continue to lead distribution  
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[Breakfast Cereals in Tunisia](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Competitive landscape becoming more fragmented

## INDUSTRY PERFORMANCE

Positive performance in 2025  
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## WHAT'S NEXT?

Rosy outlook over forecast period  
Local pressure to offer healthier breakfast cereals  
Rising concern in terms of sustainability

## COMPETITIVE LANDSCAPE

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## CHANNELS

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##### INDUSTRY PERFORMANCE

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##### WHAT'S NEXT?

Healthy outlook over forecast period

Rising health consciousness influences product development over forecast period

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##### COMPETITIVE LANDSCAPE

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Small local grocers continue to dominate

Discounters gain most value share

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## KEY DATA FINDINGS

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### INDUSTRY PERFORMANCE

Pasta continues to dominate

Rice gains most value share in 2025

### WHAT'S NEXT?

Modest value and volume growth over forecast period

Gluten-free pasta gets boost from new subsidy

Increasing liberalisation over forecast period

## COMPETITIVE LANDSCAPE

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## CHANNELS

Small local grocers dominate

Discounters gain most value share

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