



Ice Cream in Tunisia

October 2025

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Ice Cream in Tunisia - Category analysis

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2025 DEVELOPMENTS

Ice cream enjoys robust sales thanks to overall high levels of demand

Générale Industrielle de Produits Alimentaires continues to dominate, thanks to longstanding presence and popularity of flagship brands

Small local grocers remain key outlets for ice cream

PROSPECTS AND OPPORTUNITIES

Ice cream sales will remain robust, supported by wide range of options across different price segments

Innovation will focus on new packaging and flavours

Health and wellness trends will support sales of higher-priced products

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