



Euromonitor  
International

# Meals and Soups in Tunisia

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Table of Contents

## Meals and Soups in Tunisia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Urban convenience sustains demand

#### 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

Maghreb Food SA leads highly fragmented category

Société Des Conserves Modernes du Cap Bon's affordable offerings appeal to price-sensitive consumers

#### CHANNELS

Small local grocers remains leading channel

Discounter Aziza gains ground

#### CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 6 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 7 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 8 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 9 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 10 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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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

## CHANNELS

Small local grocers continue to dominate distribution

Discounters is fastest growing channel

## MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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