



Chocolate Confectionery in Tunisia

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales see robust growth, driven by price increases, while volume remains low and stable
Société Tunisienne de Chocolaterie et de Confiserie maintains its lead thanks to myriad strengths
Small local grocers remain key outlets for chocolate confectionery

PROSPECTS AND OPPORTUNITIES

Ongoing steady sales expected, driven by both high prices and stable baseline demand
Innovation will boost sales over the forecast period
Health and wellness trends will encourage sugar-free alternatives

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