



Euromonitor  
International

# Baked Goods in Tunisia

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## Baked Goods in Tunisia - Category analysis

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Unpackaged leavened bread accounts for most value sales

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Muted volume growth

Dessert mixes gain most value share

#### WHAT'S NEXT

Continuing growth over forecast period

Focus on a healthier positioning

Technological advancements improve efficiencies

#### COMPETITIVE LANDSCAPE

Some consolidation in 2025

Société Le Boulanger gains most value share

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Small local grocers continue to lead distribution

Discounters gain most value share

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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

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Small local grocers continue to 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/baked-goods-in-tunisia/report](http://www.euromonitor.com/baked-goods-in-tunisia/report).