



Rice, Pasta and Noodles in Tunisia

January 2026

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2025 DEVELOPMENTS

Pasta and rice continue to be subsidised

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

Société Les Pâtes Warda holds on to commanding lead

Indofood gains most value share

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Small local grocers dominate

Discounters gain most value share

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Staple Foods in Tunisia - Industry Overview

EXECUTIVE SUMMARY

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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

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