



Euromonitor
International

Savoury Snacks in Tunisia

October 2025

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2025 DEVELOPMENTS

Stable demand maintains strong ongoing value growth

Cerealis maintains its lead thanks to longstanding history and strong customer loyalty to its brands

Small local grocers remain key outlets for savoury snacks

PROSPECTS AND OPPORTUNITIES

Both value and volume sales expected to increase, thanks to strong baseline demand and product expansion

Innovations will focus on new flavours

Health trends expected to remain relatively niche in savoury snacks, due to high production costs

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DISCLAIMER

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