



Euromonitor
International

Sweet Spreads in Tunisia

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Sweet Spreads in Tunisia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Urbanisation and growth of modern retail fuel growth

INDUSTRY PERFORMANCE

Urbanisation and middle-class expansion boosts growth

Honey emerges as most dynamic category

WHAT'S NEXT?

Sweet spreads will continue to gain popularity

Health and wellness trend will gain traction

Expansion of modern distribution channels will fuel growth

COMPETITIVE LANDSCAPE

Société Tunisienne de Chocolaterie et de Confiserie maintains leadership

Dr Oetker Gias Sarl is most dynamic player

CHANNELS

Small local grocers remains leading channel, despite growing competition

Discounter Aziza shows dynamism

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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

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