



**Euromonitor
International**

Meals and Soups in Tunisia

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Meals and Soups in Tunisia - Category analysis

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2025 DEVELOPMENTS

Urban convenience sustains demand

INDUSTRY PERFORMANCE

Rising prices drive value growth amid stagnant demand

Convenience and local flavour innovation boost value growth in ready meals

WHAT'S NEXT?

Busy lifestyles and rising prices will drive growth but urban restaurant delivery services could impede further development

Health and wellness will remain minor focus

Limited innovation anticipated

COMPETITIVE LANDSCAPE

Maghreb Food SA leads highly fragmented category

Société Des Conserves Modernes du Cap Bon's affordable offerings appeal to price-sensitive consumers

CHANNELS

Small local grocers remains leading channel

Discounter Aziza gains ground

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Cooking Ingredients and Meals in Tunisia - Industry Overview

EXECUTIVE SUMMARY

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

CHANNELS

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