



Baked Goods in Tunisia

January 2026

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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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Dessert mixes gain most value share

WHAT'S NEXT

Continuing growth over forecast period

Focus on a healthier positioning

Technological advancements improve efficiencies

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Société Le Boulanger gains most value share

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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?

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Innovation way to stand out from crowd

Growing demand for healthier options

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