



Processed Fruit and Vegetables in Tunisia

January 2026

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Processed Fruit and Vegetables in Tunisia - Category analysis

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2025 DEVELOPMENTS

Shelf stable accounts for most volume sales

INDUSTRY PERFORMANCE

Modest volume growth in 2025

Frozen processed potatoes gains most value share

WHAT'S NEXT?

Healthy outlook over forecast period

Rising health consciousness influences product development over forecast period

Increasing focus on offerings in line with local palette

COMPETITIVE LANDSCAPE

Bonduelle holds on to lead

Groupe d'Aucy gains most value share

CHANNELS

Small local grocers continue to dominate

E-commerce gains most value share

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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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