



Euromonitor
International

Snacks in Tunisia

August 2026

Table of Contents

Snacks in Tunisia

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Domestic Brands Innovate on Value to Retain Price-Conscious Shoppers

Innovative Flavour Launches Drive Growth in Savoury Snacks and Ice Cream

Chart 1 - Daddy's Chips Mojito Summer Edition

Bulk Formats and Flexible Purchasing Redefine Snack Accessibility

Chart 2 - Zino Cornet Chips

Chart 3 - Value Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Domestic Players to Expand Value Ranges as Affordability Shapes Demand

Sweet Biscuits and Ice Cream to Retain Scale as Value Shifts Drive Growth

Health-Focused Claims and Local Innovation to Broaden Shopper Choices

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Saida Group Leverages Established Brands and Distribution for Continued Leadership

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Traditional Grocers Retain Leadership as Shoppers Seek Affordability

Delivery Partnerships and Digital Platforms Fuel Online Sales Growth

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Snacks

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Snacks

Chart 14 - Population 2021-2031

Chart 15 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Chocolate Confectionery in Tunisia

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

INDUSTRY PERFORMANCE

Tablets Lead Sales as Affordability and Availability Drive Demand

Chart 16 - Palmary Magma

Gifting Occasions and Consumer Insight Drive Boxed Assortments Growth

Chart 17 - Eid Boxed Assortment

Chart 18 - Value Sales 2021-2031

Chart 19 - Volume Sales 2021-2031

Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

International Brands and Artisans to Intensify Competition with Premium Launches

Tablets to Retain Lead as Boxed Assortments Accelerate with Premium Gifting

Health Trends to Reshape Pricing, Innovation and Positioning

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Société Tunisienne De Chocolaterie Et De Confiserie Extends Dominance through Multi-Tiered Branding

Chart 23 - Company Shares 2026

Chart 24 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Mass Chocolate Sales through Accessibility

Chart 25 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 26 - Economic Context for Chocolate Confectionery

Chart 27 - Real Gdp Growth 2021-2031

Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Chocolate Confectionery

Chart 30 - Population 2021-2031

Chart 31 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Gum in Tunisia](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Gum Summary

INDUSTRY PERFORMANCE

Chewing Gum Remains Largest by Value as Bubble Gum Accelerates Growth

Affordability, Impulse Formats and Demographic Pressures Define Gum in Tunisia

Chart 32 - Liquid Filling Bubble Gum

Chart 33 - Value Sales 2021-2031

Chart 34 - Volume Sales 2021-2031

Chart 35 - Value Sales by Category 2026

WHAT'S NEXT?

Mass Products to Remain Primary Driver of Volume Sales

Chewing Gum to Consolidate Its Lead as Bubble Gum Demand Wanes

Premium Innovations and Sugar-Free Trends to Target Higher-Income Consumers

Chart 36 - Forecast Value Sales 2021-2031

Chart 37 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Confiserie Triki Le Moulin Sarl Sustains Dominance with Broad Brand Reach

Chart 38 - Company Shares 2026

Chart 39 - Brand Shares 2026

CHANNELS

Traditional Grocers Drive Accessibility and Unit Sales for Children

Chart 40 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 41 - Economic Context for Gum

Chart 42 - Real Gdp Growth 2021-2031

Chart 43 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 44 - Consumer Context for Gum

Chart 45 - Population 2021-2031

Chart 46 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Sugar Confectionery in Tunisia](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sugar Confectionery Summary

INDUSTRY PERFORMANCE

Papillon Expands Shelf Presence and Reshapes Everyday Snacking Habits

Haribo and Bebeto Lose Ground as Domestic Marshmallow Launches Widen Access

Chart 47 - Value Sales 2021-2031

Chart 48 - Volume Sales 2021-2031

Chart 49 - Value Sales by Category 2026

WHAT'S NEXT?

Unpackaged Formats and Domestic Pricing Strength to Define Sugar Confectionery

Everyday Affordability and Seasonal Demand to Cement Other Sugar Confectionery's Leadership

Imported Gummies and Jellies to Accelerate Value Growth through Modern Retail

Chart 50 - Forecast Value Sales 2021-2031

Chart 51 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

La Confiserie Des Aghlabites (Soboco) Secures Lead through Product Diversity

Chart 52 - Company Shares 2026

Chart 53 - Brand Shares 2026

CHANNELS

Small Local Grocers Lose Ground as Modern Retail Widens Appeal

Chart 54 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 55 - Economic Context for Sugar Confectionery

Chart 56 - Real Gdp Growth 2021-2031

Chart 57 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 58 - Consumer Context for Sugar Confectionery

Chart 59 - Population 2021-2031

Chart 60 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Ice Cream in Tunisia](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Ice Cream Summary

INDUSTRY PERFORMANCE

Brands Drive Affordable Indulgence to Capture Middle-Income Demand

Chart 61 - New Selja Cruncheo

Brands Capture Attention with Indulgent Launches for Winter and Special Occasions

Chart 62 - Black Forest Ice Cream

Chart 63 - Value Sales 2021-2031

Chart 64 - Volume Sales 2021-2031

Chart 65 - Value Sales by Category 2026

WHAT'S NEXT?

Ola, Selja and Eskimo to Extend Reach with Single-Portion Innovation

Paradice and Cerise to Attract New Shoppers with Premium Artisanal Offerings

Chart 66 - Forecast Value Sales 2021-2031

Chart 67 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Players Leverage Mass Brands and Affordable Quality to Maintain Dominance

Chart 68 - Company Shares 2026

Chart 69 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Lead as Discounters Accelerate Share Gains

Chart 70 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 71 - Economic Context for Ice Cream

Chart 72 - Real Gdp Growth 2021-2031

Chart 73 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 74 - Consumer Context for Ice Cream

Chart 75 - Population 2021-2031

Chart 76 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Savoury Snacks in Tunisia](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

INDUSTRY PERFORMANCE

Céréalis Leverages Price Promotions to Retain Value-Conscious Shoppers

Chart 77 - Céréalis Emphasises Affordability

Salty Snacks Dominate as Affordability Strategies Drive Sales

Maxxx Chips Taps National Pride to Expand Spicy Snack Appeal

Chart 78 - Maxxx Chips

Chart 79 - Value Sales 2021-2031

Chart 80 - Volume Sales 2021-2031

Chart 81 - Value Sales by Category 2026

WHAT'S NEXT?

Domestic Brands to Expand Small Pack Sizes to Reach Price-Conscious Shoppers

Social Media Campaigns to Boost Direct Engagement with Younger Consumers

Chart 82 - Forecast Value Sales 2021-2031

Chart 83 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Céréalis Sa Secures Shopper Loyalty as Rivals Innovate to Challenge

Chart 84 - Company Shares 2026

Chart 85 - Brand Shares 2026

CHANNELS

Small Local Grocers Maintain Reach as Modern Retail Expands

Géant, Carrefour and Monoprix Invest in Digital Platforms to Capture New Shoppers

Chart 86 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 87 - Economic Context for Savoury Snacks

Chart 88 - Real Gdp Growth 2021-2031

Chart 89 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 90 - Consumer Context for Savoury Snacks

Chart 91 - Population 2021-2031

Chart 92 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Sweet Biscuits, Snack Bars and Fruit Snacks in Tunisia](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

INDUSTRY PERFORMANCE

Rising Food Spending and Premiumisation Support Value Growth

Affordable Health Positioning and Social Media Trends Drive Sweet Biscuits Innovation

Chart 93 - Lbm Tea Time

Sobco'S Pricing Strategy Challenges Domestic Dominance with Value-Driven Appeal

Chart 94 - Value Sales 2021-2031

Chart 95 - Volume Sales 2021-2031

Chart 96 - Value Sales by Category 2026

WHAT'S NEXT?

Local Brands to Use Digital Channels to Boost Product Innovation and Engagement

Brands to Drive Sweet Biscuits Dominance through Affordable Innovation

Fruit Snacks to Gain Momentum with Health-Driven Launches

Chart 97 - Forecast Value Sales 2021-2031

Chart 98 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Société Tunisienne De Biscuiterie (Sotubi) Sustains Dominance by Expanding Reach

Chart 99 - Company Shares 2026

Chart 100 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Reach by Focusing on Domestic Sweet Biscuits

Carrefour and Glovo Partnership Drives Steady Growth in Retail E-Commerce

Chart 101 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 102 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 103 - Real Gdp Growth 2021-2031

Chart 104 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 105 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 106 - Population 2021-2031

Chart 107 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/snacks-in-tunisia/report.