



**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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/meals-and-soups-in-tunisia/report](http://www.euromonitor.com/meals-and-soups-in-tunisia/report).