

Grocery Retailers in Tunisia

April 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Tumultuous times prompt intervention to reduce prices
Carrefour adapts to evolving demand and secures leadership
Forecourt retailers benefit from investment in petrol stations

PROSPECTS AND OPPORTUNITIES

Food insecurity to continue as political tensions pose potential threat to growth
New development to bolster urban-based outlets, though more work is needed to promote substantial growth overall
Discounters to gain further ground, driven by Aziza's aggressive expansion

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