

# Sweet Spreads in Tunisia

November 2023

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# Sweet Spreads in Tunisia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Surge in demand for honey due to focus on packaging, branding and targeted advertising Jams and preserves: an attractive market to international players Illicit chocolate spreads monopolise foodservice

### PROSPECTS AND OPPORTUNITIES

Chocolate spread substitutes to enjoy strong demand Expansion of modern distribution channels set to drive sales Honey market size expected to triple by 2028

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