



Sweet Spreads in Tunisia

January 2026

Table of Contents

Sweet Spreads in Tunisia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Urbanisation and growth of modern retail fuel growth

INDUSTRY PERFORMANCE

Urbanisation and middle-class expansion boosts growth

Honey emerges as most dynamic category

WHAT'S NEXT?

Sweet spreads will continue to gain popularity

Health and wellness trend will gain traction

Expansion of modern distribution channels will fuel growth

COMPETITIVE LANDSCAPE

Société Tunisienne de Chocolaterie et de Confiserie maintains leadership

Dr Oetker Gias Sarl is most dynamic player

CHANNELS

Small local grocers remains leading channel, despite growing competition

Discounter Aziza shows dynamism

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 6 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 7 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 8 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 9 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

Dr Oetker Gias Sarl gains traction with Vanoise Ma Crème à Tartiner

CHANNELS

Small local grocers continue to dominate distribution

Discounters is fastest growing channel

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/sweet-spreads-in-tunisia/report.