

# Savoury Snacks in Tunisia

July 2024

Table of Contents

## Savoury Snacks in Tunisia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

High price-sensitivity fosters the introduction of smaller packs to stimulate demand  
Wide appeal of tortilla chips while the unpackaged format cannibalises packaged nuts  
Domestic brands and private label increase the offer and competition in savoury snacks

#### PROSPECTS AND OPPORTUNITIES

Players seek solutions to navigate pricing challenges  
Private label to gain traction  
Wide availability, small packs and a large potential consumer base to see tortilla chips post the fastest retail volume CAGR

#### CATEGORY DATA

Table 1 - Sales of Savoury Snacks by Category: Volume 2019-2024  
Table 2 - Sales of Savoury Snacks by Category: Value 2019-2024  
Table 3 - Sales of Savoury Snacks by Category: % Volume Growth 2019-2024  
Table 4 - Sales of Savoury Snacks by Category: % Value Growth 2019-2024  
Table 5 - NBO Company Shares of Savoury Snacks: % Value 2020-2024  
Table 6 - LBN Brand Shares of Savoury Snacks: % Value 2021-2024  
Table 7 - Distribution of Savoury Snacks by Format: % Value 2019-2024  
Table 8 - Forecast Sales of Savoury Snacks by Category: Volume 2024-2029  
Table 9 - Forecast Sales of Savoury Snacks by Category: Value 2024-2029  
Table 10 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029  
Table 11 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

## Snacks in Tunisia - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2024: The big picture  
Key trends in 2024  
Competitive landscape  
Channel developments  
What next for snacks?

#### MARKET DATA

Table 12 - Sales of Snacks by Category: Volume 2019-2024  
Table 13 - Sales of Snacks by Category: Value 2019-2024  
Table 14 - Sales of Snacks by Category: % Volume Growth 2019-2024  
Table 15 - Sales of Snacks by Category: % Value Growth 2019-2024  
Table 16 - NBO Company Shares of Snacks: % Value 2020-2024  
Table 17 - LBN Brand Shares of Snacks: % Value 2021-2024  
Table 18 - Penetration of Private Label by Category: % Value 2019-2024  
Table 19 - Distribution of Snacks by Format: % Value 2019-2024  
Table 20 - Forecast Sales of Snacks by Category: Volume 2024-2029  
Table 21 - Forecast Sales of Snacks by Category: Value 2024-2029  
Table 22 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029  
Table 23 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

### 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/savoury-snacks-in-tunisia/report](http://www.euromonitor.com/savoury-snacks-in-tunisia/report).