

# Meals and Soups in Tunisia

November 2023

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## Meals and Soups in Tunisia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

International advertising supports soup in Tunisia  
Glass jars packaging dominates shelf stable ready meals  
Lack of promotion and limited availability hampers pizza market

#### PROSPECTS AND OPPORTUNITIES

Significant development of shelf stable soup  
Higher income urban families will drive demand  
Food kits to become a key trend

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