



**Euromonitor  
International**

# Breakfast Cereals in Tunisia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Positive growth, though value sales still low
- Double-digit percentage volume growth for muesli and granola
- Local brands, as well as emerging private label look to compete

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Staple Foods in Tunisia - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/breakfast-cereals-in-tunisia/report](http://www.euromonitor.com/breakfast-cereals-in-tunisia/report).