

# Grocery Retailers in Tunisia

April 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Tumultuous times prompt intervention to reduce prices  
Carrefour adapts to evolving demand and secures leadership  
Forecourt retailers benefit from investment in petrol stations

### PROSPECTS AND OPPORTUNITIES

Food insecurity to continue as political tensions pose potential threat to growth  
New development to bolster urban-based outlets, though more work is needed to promote substantial growth overall  
Discounters to gain further ground, driven by Aziza's aggressive expansion

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