

# Office du Commerce de la Tunisie (OCT) in Packaged Food (Tunisia)

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## Abstracts

Office du Commerce de la Tunisie (OCT) will continue to see its strategic direction shaped by the Tunisian government in the forecast period. The company is expected to continue to focus on offering good-quality products at affordable prices, and is unlikely to invest strongly in new product development or marketing. The company will continue to be a leading player in vegetable oils and rice thanks to government support, and its low prices and wide distribution.

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