



Tea in Tunisia

January 2026

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Tea in Tunisia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stabilised supply and rising consumer awareness boost sales

INDUSTRY PERFORMANCE

Tea industry recovers as OCT restores imports and opens door to new players

Green tea registers dynamic performance

WHAT'S NEXT?

Tea to benefit from stable supply and rising consumer awareness

Innovation will be key to generating significant growth

Health and wellness trend will gain momentum

COMPETITIVE LANDSCAPE

OCT dominates tea

Phytokad Lab Sarl is most dynamic player

CHANNELS

Small local grocers lead tea distribution

Aziza discounter chain continues to expand its retail presence

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Hot Drinks in Tunisia - Industry Overview

EXECUTIVE SUMMARY

Stabilised supply and rising prices impact hot drinks

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Improving financial situation of the OCT fuels growth

Rising demand for hot drinks via foodservice

Coffee bean prices rise

WHAT'S NEXT?

Healthy expected growth for hot drinks as players meet needs of price-sensitive consumers

Rising demand for health- and wellness-focused products

Digital channels will drive consumption

COMPETITIVE LANDSCAPE

Kilani Groupe leads sales with Nescafé

Société Café Ellouze returns to growth, following stabilisation of supply

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