



Coffee in Tunisia

January 2026

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Coffee in Tunisia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Coffee sees improved accessibility

INDUSTRY PERFORMANCE

OCT's efforts to ease supply pressures boost growth
Standard fresh ground coffee registers fastest growth

WHAT'S NEXT?

Solid expected growth through retail and foodservice channels
Social media marketing will drive growth
New legislative developments may emerge

COMPETITIVE LANDSCAPE

Kilani Groupe leads sales with Nescafé
Société Café Ellouze shows renewed dynamism

CHANNELS

Small local grocers dominate coffee sales
Food, drink, and tobacco specialists gain traction

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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

CHANNELS

Small local grocers remains key distribution channel

Discounters gain traction

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