



Euromonitor
International

Bottled Water in Tunisia

December 2025

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Bottled Water in Tunisia - Category analysis

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2025 DEVELOPMENTS

Bottled water rebounds in 2025

INDUSTRY PERFORMANCE

Strong recovery following two years of decline

Dynamic still natural mineral bottled water

WHAT'S NEXT?

Poor quality of tap water will continue to drive demand for bottled water

Limited innovation expected

Legislative developments essential for future growth

COMPETITIVE LANDSCAPE

Société des Stations Thermales et des Eaux Minérales enjoys a strong reputation

Tijen resumes operations, boosting growth of Société Tunisienne d'Eaux Minérales

CHANNELS

Small local grocers remain the leading distribution channel

Discounter Aziza actively promotes bottled water

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Rebound of bottled water supports overall growth of soft drinks

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Players intensify promotional activity to drive demand

Coca-Cola boycott creates opportunities for local players

Entry of several imported brands in 2025

WHAT'S NEXT?

Continued strong demand for bottled water

Government involvement and legislative developments set to shape the market

COMPETITIVE LANDSCAPE

La Société des Stations Thermales et des Eaux Minérales leads
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