



Euromonitor
International

Rtds in Tunisia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Robust growth recorded for RTDs
Societe Tunisienne leads overall, with Magro rising fastest
On-trade sales fall while supermarkets channel leads off-trade distribution

PROSPECTS AND OPPORTUNITIES

Growth set to remain strong for RTDs in Tunisia
E-commerce will rise, while domestic players will invest in category
Innovation and social media boost interest and sales

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Alcoholic Drinks in Tunisia - Industry Overview

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2024 key trends
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Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

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DISCLAIMER

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