



Euromonitor
International

Wine in Tunisia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Volume sales decline in 2024, driven by the decrease in on-trade sales
- Les Vignerons de Carthage in the lead
- On-trade sales suffer from price hikes

PROSPECTS AND OPPORTUNITIES

- Still light grape wine to determine future progress for overall wine in Tunisia
- Anticipated rise in imported wines
- Growth opportunities in non alcoholic variants

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EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- 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
Cross-border/private imports

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