



RTD Tea in Tunisia

December 2025

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RTD Tea in Tunisia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD remains a niche category in 2025

INDUSTRY PERFORMANCE

Low consumer awareness and interest impact RTD tea

WHAT'S NEXT?

Limited growth expected

Limited impact of health and wellness

On-trade outlets represent an untapped opportunity for RTD tea

COMPETITIVE LANDSCAPE

Aris Ice Tea: The sole player

CHANNELS

Supermarkets dominate sales

Retail e-commerce benefits from offering niche products such as RTD tea

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Soft Drinks in Tunisia - Industry Overview

EXECUTIVE SUMMARY

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

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