



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

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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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On-trade vs off-trade split

What next for alcoholic drinks?

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Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

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DISCLAIMER

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