



Euromonitor
International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Tunisia

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Heated Tobacco and Nicotine Pouches Drive Strong Category Growth

Heated Tobacco Gains Momentum as Consumers Move Away From Cigarettes

Nicotine Pouches Establish a New Growth Platform within Smokeless Tobacco

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Heated Tobacco Is Forecast to Remain the Main Driver of Category Growth

Nicotine Pouches Expected to Strengthen Smokeless Tobacco Growth

E-Vapour Products Set to Expand through Informal Channels

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Rnta Maintains Its Dominant Position as Nicotine Pouches Broaden Participation at the Margins

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Small Local Grocers Retain Leadership as Specialist Retailers Support Alternative Nicotine Products

Digital Channels Gradually Expand Access to Alternative Nicotine Products

ECONOMIC CONTEXT

Chart 7 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nicotine in Tunisia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Alternative Nicotine Formats Offset Weakness in Traditional Tobacco

Pursuit of Value Drives Consumers Towards Informal Channels

Alternative Nicotine Formats Gain Momentum as Consumers Seek Affordable Alternatives

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Supply Constraints and Illicit Trade Forecast to Shape Market Performance

Chart 16 - Analyst Insight for Nicotine

Declining Smoking Prevalence Is Expected to Gradually Reduce Cigarette Demand

Heated Tobacco Is Set to Emerge as the Leading Growth Opportunity

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

State-Owned Rnta and Mtk Sustain Absolute Control as Rivals Stagnate

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Small Local Grocers Remain Central Despite Restrictions on Formal Nicotine Retailing

E-Commerce Remains Limited Despite Growth in Alternative Nicotine Formats

Dedicated Online Platforms Build Awareness of Heated Tobacco and Nicotine Pouches

PRODUCTS

Affordability Pressures and Reduced-Risk Alternatives Are Reshaping Innovation Priorities

Wotofo Devices and Camel Blue Adaptations Illustrate Innovation Shaped by Value and Accessibility

Innovation Reinforces the Competitive Advantage of Informal Channels

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 21 - Legislation Summary at a Glance

Minimum Legal Smoking Age

Smoking Prevalence

Tar Levels

Health Warnings

Plain Packaging

Advertising and Sponsorship

Point-Of-Sale Display Bans

Smoking in Public Places

Low Ignition Propensity (Lip) Cigarette Regulation

Flavoured Tobacco Product Ban

Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 22 - Economic Context for Nicotine

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Nicotine

Chart 26 - Population 2020-2030

Chart 27 - Population by Generation 2025

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-tunisia/report.