



# Tea in Tunisia

January 2026

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## Tea in Tunisia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Stabilised supply and rising consumer awareness boost sales

#### INDUSTRY PERFORMANCE

Tea industry recovers as OCT restores imports and opens door to new players

Green tea registers dynamic performance

#### WHAT'S NEXT?

Tea to benefit from stable supply and rising consumer awareness

Innovation will be key to generating significant growth

Health and wellness trend will gain momentum

#### COMPETITIVE LANDSCAPE

OCT dominates tea

Phytokad Lab Sarl is most dynamic player

#### CHANNELS

Small local grocers lead tea distribution

Aziza discounter chain continues to expand its retail presence

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Stabilised supply and rising prices impact hot drinks

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#### INDUSTRY PERFORMANCE

Improving financial situation of the OCT fuels growth

Rising demand for hot drinks via foodservice

Coffee bean prices rise

#### WHAT'S NEXT?

Healthy expected growth for hot drinks as players meet needs of price-sensitive consumers

Rising demand for health- and wellness-focused products

Digital channels will drive consumption

## COMPETITIVE LANDSCAPE

Kilani Groupe leads sales with Nescafé

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