



Euromonitor
International

Spirits in Tunisia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising demand for spirits in Tunisia in 2024
- Magro remains number one company
- Supermarkets leads off-trade distribution

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- Further volume growth projected for spirits
- Continue shift towards low-cost options
- Low innovation likely to persist, with on-trade sales crucial to growth

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Alcoholic Drinks in Tunisia - Industry Overview

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- 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

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Contraband/parallel trade

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