



Beer in Tunisia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Low volume growth for beer in 2024
- SFBT maintains overall leadership
- Supermarkets leads distribution as e-commerce continues to rise

PROSPECTS AND OPPORTUNITIES

- Rising demand projected for beer in Tunisia
- Economy beer set to expand
- Non/low alcohol beer likely to gain ground

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Alcoholic Drinks in Tunisia - Industry Overview

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- On-trade vs off-trade split
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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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