



Hot Drinks in Tunisia

January 2026

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Hot Drinks in Tunisia

EXECUTIVE SUMMARY

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

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