



Euromonitor  
International

# Hot Drinks in Tunisia

January 2026

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### EXECUTIVE SUMMARY

Stabilised supply and rising prices impact hot drinks

### KEY DATA FINDINGS

### 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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## KEY DATA FINDINGS

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Coffee sees improved accessibility

### INDUSTRY PERFORMANCE

OCT's efforts to ease supply pressures boost growth

Standard fresh ground coffee registers fastest growth

### WHAT'S NEXT?

Solid expected growth through retail and foodservice channels

Social media marketing will drive growth

New legislative developments may emerge

### COMPETITIVE LANDSCAPE

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### INDUSTRY PERFORMANCE

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### WHAT'S NEXT?

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Health and wellness trend will gain momentum

## COMPETITIVE LANDSCAPE

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## INDUSTRY PERFORMANCE

Price rises and expanding consumption drive growth

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## WHAT'S NEXT?

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Online retailing to drive growth

Health and wellness trend will impact consumer choices

## COMPETITIVE LANDSCAPE

Société Tunisienne de Chocolaterie et de Confiserie leads other hot drinks

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Aziza discounter chain gains traction

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