



# Cigarettes in Tunisia

June 2025

Table of Contents

## Cigarettes in Tunisia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Cigarettes volumes see marginal decline in 2024

Régie Nationale des Tabacs et des Allumettes (RNTA) and Manufacture des Tabacs de Kairouan (MTK) continue as key players

Traditional retailers are main distributors

#### PROSPECTS AND OPPORTUNITIES

Cigarettes will come under pressure from supply issues and shifting consumer preferences

Illicit cigarette will remain an issue amid economic pressures and border challenges

Stagnant prices will stifle innovation

#### TAXATION AND PRICING

Average cigarette pack price breakdown

Summary 1 - Average Cigarette Pack Price Breakdown: Brand Examples

#### CATEGORY DATA

Table 1 - Sales of Cigarettes: Volume 2019-2024

Table 2 - Sales of Cigarettes by Category: Value 2019-2024

Table 3 - Sales of Cigarettes: % Volume Growth 2019-2024

Table 4 - Sales of Cigarettes by Category: % Value Growth 2019-2024

Table 5 - Sales of Cigarettes by Blend: % Volume 2019-2024

Table 6 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2019-2024

Table 7 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2019-2024

Table 8 - Sales of Cigarettes by Pack Size: % Volume 2019-2024

Table 9 - Sales of Cigarettes by Price Band: % Volume 2019-2024

Table 10 - NBO Company Shares of Cigarettes: % Volume 2020-2024

Table 11 - LBN Brand Shares of Cigarettes: % Volume 2021-2024

Table 12 - Sales of Cigarettes by Distribution Format: % Volume 2019-2024

Table 13 - Illicit Trade Estimate of Cigarettes: Volume 2019-2024

Table 14 - Forecast Sales of Cigarettes: Volume 2024-2029

Table 15 - Forecast Sales of Cigarettes by Category: Value 2024-2029

Table 16 - Forecast Sales of Cigarettes: % Volume Growth 2024-2029

Table 17 - Forecast Sales of Cigarettes by Category: % Value Growth 2024-2029

Table 18 - Forecast Sales of Cigarettes by Blend: % Volume 2024-2029

Table 19 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2024-2029

Table 20 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2024-2029

Table 21 - Forecast Sales of Cigarettes by Pack Size: % Volume 2024-2029

Table 22 - Forecast Sales of Cigarettes by Price Band: % Volume 2024-2029

## Tobacco in Tunisia - Industry Overview

### EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

### OPERATING ENVIRONMENT

Legislation

Legislative overview

## Summary 2 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Vapour products

## PRODUCTION/IMPORTS/EXPORTS

## MARKET INDICATORS

Table 23 - Number of Adult Smokers by Gender 2019-2024

## MARKET DATA

Table 24 - Sales of Tobacco by Category: Volume 2019-2024

Table 25 - Sales of Tobacco by Category: Value 2019-2024

Table 26 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 27 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 28 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 29 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 30 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 31 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 3 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cigarettes-in-tunisia/report](http://www.euromonitor.com/cigarettes-in-tunisia/report).