



# RTD Tea in Tunisia

December 2025

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## RTD Tea in Tunisia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

RTD remains a niche category in 2025

#### INDUSTRY PERFORMANCE

Low consumer awareness and interest impact RTD tea

#### WHAT'S NEXT?

Limited growth expected

Limited impact of health and wellness

On-trade outlets represent an untapped opportunity for RTD tea

#### COMPETITIVE LANDSCAPE

Aris Ice Tea: The sole player

#### CHANNELS

Supermarkets dominate sales

Retail e-commerce benefits from offering niche products such as RTD tea

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## Soft Drinks in Tunisia - Industry Overview

### EXECUTIVE SUMMARY

Rebound of bottled water supports overall growth of soft drinks

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Players intensify promotional activity to drive demand

Coca-Cola boycott creates opportunities for local players

Entry of several imported brands in 2025

#### WHAT'S NEXT?

Continued strong demand for bottled water

Government involvement and legislative developments set to shape the market

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Small local grocers benefit from their extensive network  
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