



Euromonitor
International

Juice in Tunisia

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Slowed growth, although juice remains highly dynamic in terms of innovation and new launches

INDUSTRY PERFORMANCE

Slowed growth with stagnant demand among children

Juice drinks (up to 24% juice) provide an accessible, value-for-money option

WHAT'S NEXT?

Growth supported by rising penetration of modern grocery retailers and urbanisation

Appealing packaging and innovation will strengthen Société des Boissons du Cap Bon's leadership

Health and wellness trend to remain a key driver of juice sales

COMPETITIVE LANDSCAPE

Leading Société des Boissons du Cap Bon benefits from strong brand awareness

Strong growth of Société Nouvelle des Boissons Gazeuses with portfolio expansion and active marketing

CHANNELS

Small local grocers have an extensive network across both urban and rural areas

Aziza strengthens its position by offering the first private label juice brand

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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

COMPETITIVE LANDSCAPE

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Foodservice vs retail split

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