



**Euromonitor  
International**

# Energy Drinks in Tunisia

December 2025

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## Energy Drinks in Tunisia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Declining demand in 2025

#### INDUSTRY PERFORMANCE

Energy drinks continues to face significant challenges

#### WHAT'S NEXT?

Return to growth from 2027 with gradual economic improvements

Innovation to maintain consumer interest

Efforts to curb smuggled energy drinks having a positive impact

#### COMPETITIVE LANDSCAPE

Groupe Bayahi, with Red Bull, dominates

Société Shark Tunisie strengthens its position

#### CHANNELS

Small local grocers lead with their widespread presence in both rural and urban areas

Food/drink/tobacco specialists offer a broad assortment of imported products

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### 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

La Société des Stations Thermales et des Eaux Minérales leads  
Rouiba resumes operations in 2025

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Small local grocers benefit from their extensive network  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/energy-drinks-in-tunisia/report](http://www.euromonitor.com/energy-drinks-in-tunisia/report).