



Energy Drinks in Tunisia

December 2025

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Energy Drinks in Tunisia - Category analysis

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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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Rebound of bottled water supports overall growth of soft drinks

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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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