



Euromonitor
International

Sports Drinks in Tunisia

December 2025

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Sports Drinks in Tunisia - Category analysis

2025 DEVELOPMENTS

Limited availability and near-zero visibility translate to negligible sales

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Gradual entry expected as sports nutrition becomes a more popular topic

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Soft Drinks in Tunisia - Industry Overview

EXECUTIVE SUMMARY

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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Small local grocers benefit from their extensive network

Discounter Aziza enjoys strong year-on-year growth

Foodservice vs retail split

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