



Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Tunisia

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Smokeless tobacco declines as heated products gain traction
RNTA maintains dominance in smokeless and heated tobacco markets
Small local grocers dominate distribution

PROSPECTS AND OPPORTUNITIES

Heated tobacco to drive growth
Illicit e-vapour market is expected to grow
Innovation will be limited to heated tobacco and devices

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Tobacco in Tunisia - Industry Overview

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2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

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PRODUCTION/IMPORTS/EXPORTS

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SOURCES

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