

## **Alcoholic Drinks in Tunisia**

Market Direction | 2022-07-13 | 48 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

In 2021, alcoholic drinks in Tunisia recorded strong decline in both volume and value terms due to the impact of COVID-19 on the industry. The Tunisian government introduced measures which impacted sales in the year, including a curfew from 20.00hrs to 05.00hrs and restrictions in bars, restaurant and cafes, in order to avoid contamination and new cases of COVID-19. Beer, wine and spirits were impacted by the closure of on-trade establishments as, whilst consumers turned towards the retail chann...

Euromonitor International's Alcoholic Drinks in Tunisia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Alcoholic Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Alcoholic Drinks in Tunisia  
Euromonitor International  
July 2022

### List Of Contents And Tables

#### ALCOHOLIC DRINKS IN TUNISIA

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

##### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

##### TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021

##### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

##### KEY NEW PRODUCT LAUNCHES

Outlook

##### MARKET INDICATORS

Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

##### MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2020

Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 15 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN TUNISIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Steep volume decline with the closure of on-trade establishments

2021: the exit of several brands, but Golden Brau sees strong demand

Beer continues to dominate alcoholic drinks in Tunisia

PROSPECTS AND OPPORTUNITIES

Recovery expected; however, tax increases could impact demand

Societe Frigorifique et Brasserie de Tunis expected to expand its dominance

Number of outlets will increase, benefiting future sales

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2021

CATEGORY DATA

Table 17 Sales of Beer by Category: Total Volume 2016-2021

Table 18 Sales of Beer by Category: Total Value 2016-2021

Table 19 Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 20 Sales of Beer by Category: % Total Value Growth 2016-2021

Table 21 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 22 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 23 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 24 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 25 GBO Company Shares of Beer: % Total Volume 2017-2021

Table 26 □NBO Company Shares of Beer: % Total Volume 2017-2021

Table 27 □LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 28 □Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 29 □Forecast Sales of Beer by Category: Total Value 2021-2026

Table 30 □Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 31 □Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

WINE IN TUNISIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Strong decline in wine consumption in 2021 due to pandemic restrictions and a poor harvest

Still white wine the most impacted category

Xylella?Fastidiosa: a significant problem

PROSPECTS AND OPPORTUNITIES

Beneficial intervention by the Ministry of Agriculture; however, price increases are set to constrain future growth

An attractive industry for farmers

A boost for champagne after the pandemic

CATEGORY DATA

Table 32 Sales of Wine by Category: Total Volume 2016-2021

Table 33 Sales of Wine by Category: Total Value 2016-2021

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 34 Sales of Wine by Category: % Total Volume Growth 2016-2021

Table 35 Sales of Wine by Category: % Total Value Growth 2016-2021

Table 36 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021

Table 37 Sales of Wine by Off-trade vs On-trade: Value 2016-2021

Table 38 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 39 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021

Table 40 Forecast Sales of Wine by Category: Total Volume 2021-2026

Table 41 □Forecast Sales of Wine by Category: Total Value 2021-2026

Table 42 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026

Table 43 □Forecast Sales of Wine by Category: % Total Value Growth 2021-2026

## SPIRITS IN TUNISIA

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

On-trade closures due to COVID-19 impact sales

Lack of advertising also hinders growth in 2021

Popular vodka records the strongest performance

### PROSPECTS AND OPPORTUNITIES

An improved performance with the return of on-trade and tourists

Increasing number of on-trade establishments and influence of social media

Global brands set to retain their lead

### CATEGORY DATA

Table 44 Sales of Spirits by Category: Total Volume 2016-2021

Table 45 Sales of Spirits by Category: Total Value 2016-2021

Table 46 Sales of Spirits by Category: % Total Volume Growth 2016-2021

Table 47 Sales of Spirits by Category: % Total Value Growth 2016-2021

Table 48 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021

Table 49 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021

Table 50 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 51 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021

Table 52 GBO Company Shares of Spirits: % Total Volume 2017-2021

Table 53 □NBO Company Shares of Spirits: % Total Volume 2017-2021

Table 54 □LBN Brand Shares of Spirits: % Total Volume 2018-2021

Table 55 □Forecast Sales of Spirits by Category: Total Volume 2021-2026

Table 56 □Forecast Sales of Spirits by Category: Total Value 2021-2026

Table 57 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026

Table 58 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

## CIDER/PERRY IN TUNISIA

### 2021 DEVELOPMENTS

### RTDS IN TUNISIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Only spirit-based RTDs are currently present in Tunisia

Ongoing development of retail channels in Tunisia benefits off-trade sales

The first local brand introduced in 2021, but Magro continues to monopolise RTDs

### PROSPECTS AND OPPORTUNITIES

An improved performance expected over the forecast period

Smirnoff Ice will maintain its clear lead

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Wine-based RTDs: an opportunity for local wine brands

CATEGORY DATA

Table 59 Sales of RTDs by Category: Total Volume 2016-2021

Table 60 Sales of RTDs by Category: Total Value 2016-2021

Table 61 Sales of RTDs by Category: % Total Volume Growth 2016-2021

Table 62 Sales of RTDs by Category: % Total Value Growth 2016-2021

Table 63 Sales of RTDs by Off-trade vs On-trade: Volume 2016-2021

Table 64 Sales of RTDs by Off-trade vs On-trade: Value 2016-2021

Table 65 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 66 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2016-2021

Table 67 GBO Company Shares of RTDs: % Total Volume 2017-2021

Table 68 NBO Company Shares of RTDs: % Total Volume 2017-2021

Table 69 LBN Brand Shares of RTDs: % Total Volume 2018-2021

Table 70 Forecast Sales of RTDs by Category: Total Volume 2021-2026

Table 71 Forecast Sales of RTDs by Category: Total Value 2021-2026

Table 72 Forecast Sales of RTDs by Category: % Total Volume Growth 2021-2026

Table 73 Forecast Sales of RTDs by Category: % Total Value Growth 2021-2026

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Alcoholic Drinks in Tunisia

Market Direction | 2022-07-13 | 48 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com