

## **Beer in Tunisia**

Market Direction | 2022-07-13 | 23 pages | Euromonitor

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### **Report description:**

Many factors, including the closure of on-trade establishments, as well as the lack of tourists due to international border closures, had an impact on beer sales in Tunisia. Many consumers turned towards the retail channel, although this was unable to compensate for the steeper declines in on-trade sales. Consumption in nightclubs and bars was particularly impacted in 2021 as there was a night curfew during the first half of the year and these establishments were forced to close.

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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.

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## Table of Contents:

Beer in Tunisia  
Euromonitor International  
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### List Of Contents And Tables

#### 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 1 Lager by Price Band 2021

##### CATEGORY DATA

Table 1 Sales of Beer by Category: Total Volume 2016-2021

Table 2 Sales of Beer by Category: Total Value 2016-2021

Table 3 Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Beer by Category: % Total Value Growth 2016-2021

Table 5 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 GBO Company Shares of Beer: % Total Volume 2017-2021

Table 10 □NBO Company Shares of Beer: % Total Volume 2017-2021

Table 11 □LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 12 □Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 13 □Forecast Sales of Beer by Category: Total Value 2021-2026

Table 14 □Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 15 □Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

#### 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

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Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

## TAXATION AND DUTY LEVIES

Summary 2 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 16 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

## MARKET DATA

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

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

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

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

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 25 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 26 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 27 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2020

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

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

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

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

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## SOURCES

Summary 3 Research Sources

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