



Wine in Tunisia

June 2024

Table of Contents

Wine in Tunisia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Narrowing gap between imported and local wine
Surge in Rosé wine consumption
Dominance of Les Vignerons de Carthage

PROSPECTS AND OPPORTUNITIES

Potential introduction of non-alcoholic wine
Development of imported wine
Growth in on-trade channels driving consumer awareness

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2018-2023
Table 2 - Sales of Wine by Category: Total Value 2018-2023
Table 3 - Sales of Wine by Category: % Total Volume Growth 2018-2023
Table 4 - Sales of Wine by Category: % Total Value Growth 2018-2023
Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2018-2023
Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2018-2023
Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023
Table 9 - Forecast Sales of Wine by Category: Total Volume 2023-2028
Table 10 - Forecast Sales of Wine by Category: Total Value 2023-2028
Table 11 - Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028
Table 12 - Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

Alcoholic Drinks in Tunisia - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture
2023 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
Summary 1 - Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook:

MARKET INDICATORS

Table 13 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 14 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 15 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 16 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 17 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 18 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 19 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 20 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 22 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 23 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 24 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 25 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 26 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 27 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 28 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wine-in-tunisia/report.