



KEY DATA FINDINGS

2024 DEVELOPMENTS

Low volume growth for beer in 2024

SFBT maintains overall leadership

Supermarkets leads distribution as e-commerce continues to rise

PROSPECTS AND OPPORTUNITIES

Rising demand projected for beer in Tunisia

Economy beer set to expand

Non/low alcohol beer likely to gain ground

CATEGORY BACKGROUND

Lager price band methodology

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2024 key trends

Competitive landscape

Retail 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

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

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DISCLAIMER

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