



Euromonitor
International

Other Hot Drinks in Tunisia

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Other Hot Drinks in Tunisia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising cocoa costs fail to dampen demand

INDUSTRY PERFORMANCE

Price rises and expanding consumption drive growth

Growing demand for chocolate-based offerings

WHAT'S NEXT?

Niche categories will begin to emerge

Online retailing to drive growth

Health and wellness trend will impact consumer choices

COMPETITIVE LANDSCAPE

Société Tunisienne de Chocolaterie et de Confiserie leads other hot drinks

Marketing efforts pay dividends

CHANNELS

Small local grocers remains key channel for other hot drinks

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Hot Drinks in Tunisia - Industry Overview

EXECUTIVE SUMMARY

Stabilised supply and rising prices impact hot drinks

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INDUSTRY PERFORMANCE

Improving financial situation of the OCT fuels growth

Rising demand for hot drinks via foodservice

Coffee bean prices rise

WHAT'S NEXT?

Healthy expected growth for hot drinks as players meet needs of price-sensitive consumers

Rising demand for health- and wellness-focused products

Digital channels will drive consumption

COMPETITIVE LANDSCAPE

Kilani Groupe leads sales with Nescafé

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