

# Tea in Tunisia

January 2024

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#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Loose black tea faces shortages, prompting smuggling surge Fruit/herbal tea continues to rise Ahmad Tea sees continued expansion in 2023

#### PROSPECTS AND OPPORTUNITIES

Health and wellness trends to drive growth in other tea and fruit/herbal tea, while green tea will rise fastest Loose black tea set to see further falls Tea in Tunisia remains an attractive market despite its many challenges

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