

Wine in Tunisia

June 2023

Table of Contents

Wine in Tunisia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine enjoys strong rebound in on-trade
Champagne is considered a trendy beverage
Imported wine brands seek to gain a foothold in Tunisia

PROSPECTS AND OPPORTUNITIES

Government supports local wine production
On-trade will continue to recover from pandemic
Key price increases over the upcoming period

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2017-2022
Table 2 - Sales of Wine by Category: Total Value 2017-2022
Table 3 - Sales of Wine by Category: % Total Volume Growth 2017-2022
Table 4 - Sales of Wine by Category: % Total Value Growth 2017-2022
Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2017-2022
Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2017-2022
Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022
Table 9 - Forecast Sales of Wine by Category: Total Volume 2022-2027
Table 10 - Forecast Sales of Wine by Category: Total Value 2022-2027
Table 11 - Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027
Table 12 - Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Tunisia - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture
2022 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

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2022

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 2017-2022

MARKET DATA

Table 14 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 15 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 16 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 17 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 18 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 19 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 20 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 22 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 23 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 24 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 25 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 26 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 27 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 28 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 2 - Research Sources

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