

# Energy Drinks in Tunisia

January 2024

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## Energy Drinks in Tunisia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Off-Trade volume stagnation in 2023, while Hell enters the fray

Monster smuggled in from Libya

Vodka consumption supports the on-trade volume growth

#### PROSPECTS AND OPPORTUNITIES

Volume decrease anticipated

Younger consumers represent the target for energy drinks while the parallel market will continue to threaten growth

International brands will maintain dominance, though domestic development offers potential for growth

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