



Euromonitor
International

Cigarettes in Tunisia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cigarettes volumes see marginal decline in 2024

Régie Nationale des Tabacs et des Allumettes (RNTA) and Manufacture des Tabacs de Kairouan (MTK) continue as key players

Traditional retailers are main distributors

PROSPECTS AND OPPORTUNITIES

Cigarettes will come under pressure from supply issues and shifting consumer preferences

Illicit cigarette will remain an issue amid economic pressures and border challenges

Stagnant prices will stifle innovation

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