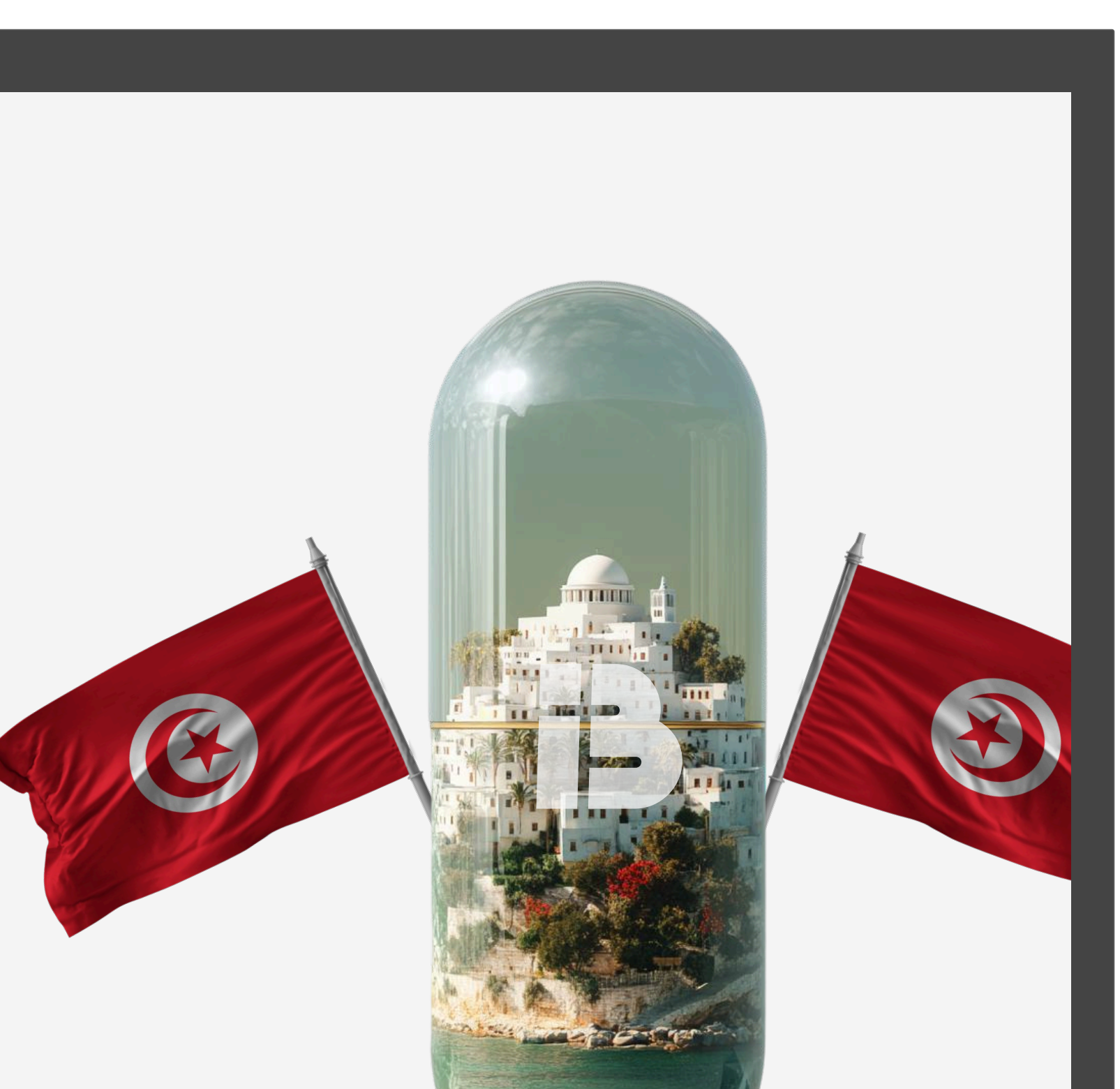
INB

TUNISIA – A NEW GROWTH POINT FOR ARBITRAGE

How INB.bio is unlocking a promising market for partners



GENERAL INFORMATION ABOUT TUNISIA

POPULATION
12.66 million
+0.8% compared to 2024

MEDIAN AGE
32.9 years
Population aged 25–54: 42.5%

LIFE EXPECTANCY
77.72 years
+0.23% since 2024

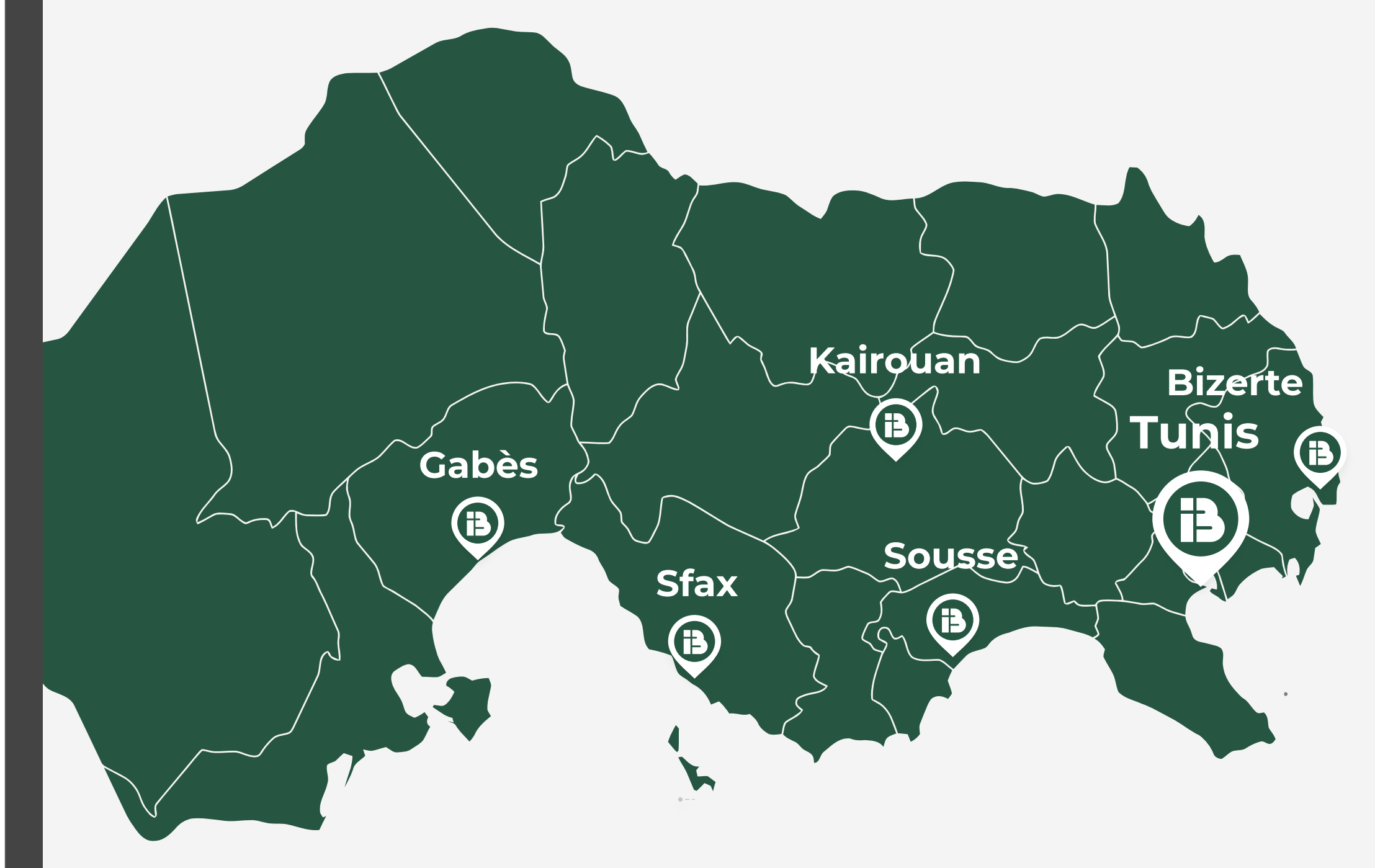
LANGUAGES

98%	63%	14%
Tunisian Arabic	French language	English language

RELIGION

<1%	99%
Christianity, Judaism, others	Islam (Sunni)

URBANIZATION IN TUNISIA: POTENTIAL OF THE URBAN DIGITAL MARKET



Urbanization rate: 71%
≈ 8.3 million people

City	District residents	City residents
Tunis	~1 078 412	~599 368
Bizerte	~600 012	~154 300
Sousse	~753 670	~250 540
Sfax	~1 028 364	~286 636
Kairouan	~601 915	~153 900
Gabès	~407 078	~110 075

INTERNET AND SOCIAL MEDIA IN TUNISIA: A GROWING DIGITAL MARKET

SOCIAL MEDIA

7.25 million (82% of adult population)

- **8.84 million (71%)** — men — 52,3%, women — 47,7%
- **3.46 million (27.7%)** — women — 52,6%, men — 47,4%
- **2.5 million (20.1%)** — men — 59,9%, women — 40,1%
- **7 million (56.9%)** — men — 50,1%, women — 49,9%

INTERNET PENETRATION
79,6%
9.96 million users

MOBILE CONNECTIONS
16.2 million SIM cards
over 128% penetration

PESTEL ANALYSIS AND INCOME

POLITICS
Stability without active conflicts. Centralized governance accelerates reforms. Cooperation with the EU and international organizations

ECONOMY
Diversified: agriculture, industry, tourism, services. Growing urban middle class. Support for startups and private sector

SOCIETY
High literacy, strong educational tradition. Urbanization: 63% live in cities. Increasing interest in health and wellbeing

TECHNOLOGY
Internet: 79.6%, mobile penetration: 128%. Growth of digital services and online payments

ECOLOGY
Climate challenges: drought, desertification. Eco-initiatives: renewables, plastic ban, ecotourism

LEGAL
Simplified business registration. Clear supplement regulation (NT 117-01). Growing IP protection

POPULATION INCOME

Share	Income
30%	Up to 500 TND/month (~$160)
25%	501–1000 TND (~$160–$320)
20%	1001–1500 TND (~$320–$480)
15%	1501–2000 TND (~$480–$640)
7%	2001–3000 TND (~$640–$960)
3%	3001–5000 TND (~$960–$1600)
1%	More than 5000 TND

ACTUAL INCOMES AND BUSINESS INSIGHTS

- Over 45% are informally employed, receiving "off-the-books" income
- Actual incomes may be 20–40% higher
- Example: officially TND 800 = actually TND 1100–1300

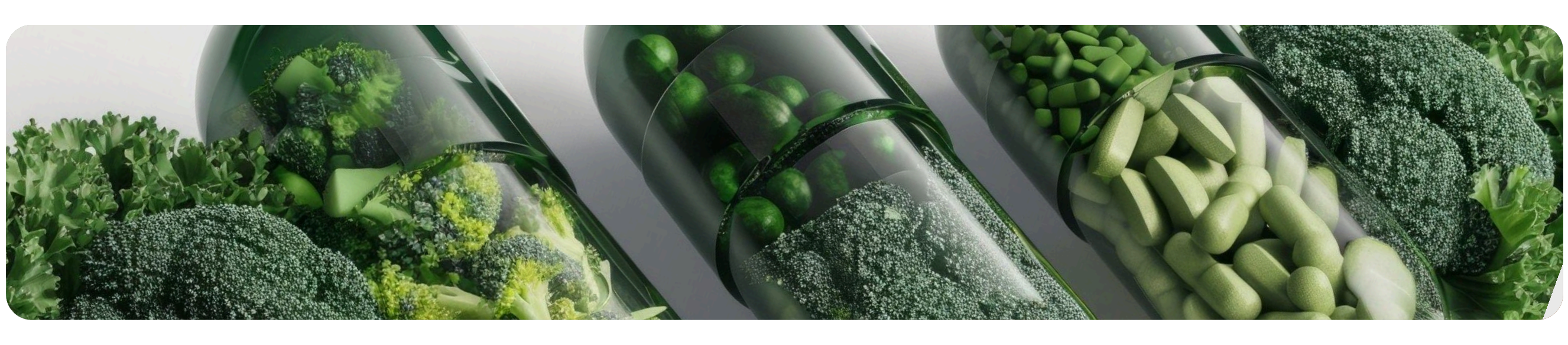
BUSINESS INSIGHTS:

Mid-priced products
Over half of households live on TND 1000 or less → affordable and mid-range products are relevant

Premium segment
Cities with higher income (Tunis, Sousse, Sfax) — premium segment is possible

Product lines
Product lines should include: budget / standard / premium

SUPPLEMENTS — ASSORTMENT, REGULATION, CHANNELS, AND PRICING



01/ASSORTMENT

- Vitamins, minerals, herbs, sports nutrition
- Growing interest in products for energy, immunity, and weight control

02/REGULATION

- Oversight: Ministry of Health and Food Control Agency
- Registration, certifications, labeling (Arabic and French languages)

03/SALES

- Pharmacies and health stores
- Online platforms: Ubuy.tn, Jumia
- Social media: Instagram, Facebook (especially women aged 20–40)

04/PRICING

- Budget: TND 10–30 ($3.20–$9.60)
- Mid-range: TND 40–80 ($13–$26)
- Premium: TND 100–160 ($32–$52)

COMPETITORS IN THE DIETARY SUPPLEMENTS MARKET IN TUNISIA

Competitor	Details
UBUY	brands: Nature's Bounty, Solgar, NOW Foods
DESERTCART	vitamins, extracts
IMPACT SPORT NUTRITION:	sports nutrition, online and offline
MYNUTRITION	immunity, omega-3, Instagram
NUTRIDIET	organic products, pharmacies and social media
VITAMIN SHOP:	proteins, Instagram
AECOR NUTRITION	sports nutrition and fitness products
STRONG NUTRITION	Instagram, Facebook
PROTEIN SHOP	nationwide online sales

SWOT ANALYSIS – INB.BIO IN TUNISIA

☑ STRENGTHS:

HIGH DIGITALIZATION
79% use the internet, 128% mobile penetration

URBANIZATION
71% of the population lives in cities (ideal for cash on delivery)

WOMEN AS A TARGET AUDIENCE
Interest in health and appearance among women aged 25–40

WEAKNESSES:

LOW PURCHASING POWER
Low spending capacity (55% earn less than TND 1000/month)

LOGISTICS
Logistics issues outside major cities

BUREAUCRACY
Complicated import and labeling procedures

OPPORTUNITIES:

UNTAPPED NON-SPORT NICHES
Non-sport niches: skin, vision, joints, detox

ACTIVE SOCIAL MEDIA AS A SALES CHANNEL
7+ million users on Facebook and Instagram — accessible channels

CITIES WITH FINANCIALLY SUSTAINABLE AUDIENCE
Tunis, Sousse, Sfax — financially capable cities

RISKS:

POLITICAL RISKS
Possible political instability

COMPETITION
Competition from imported brands and pharmacies

LACK OF TRUST
Consumer distrust towards online shopping (among some audiences)

INB.BIO PROSPECTS IN TUNISIA

KEY OPPORTUNITIES FOR INB.BIO:

- Tunisia has a developed digital market in Africa: 71% urban population, 79.6% online, Facebook and Instagram
- The urban middle class is health-conscious. Cities have consumers with stable purchasing power
- The key audience — women aged 25–40: They show strong interest in products for skin, immunity, joints, and digestion
- The non-sport supplement segment is still underdeveloped: This creates opportunities to launch new brands and categories

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RECOMMENDATIONS FOR A SUCCESSFUL LAUNCH:

INB.bio can occupy an open niche in the Tunisian market as a natural alternative to pharmacies. To succeed, the focus should be on daily supplements in the mid-price range, supported by local advertising campaigns on Facebook and Instagram. The most promising regions for sales are Tunis, Sousse, and Sfax, where the cash-on-delivery (COD) model proves especially effective.