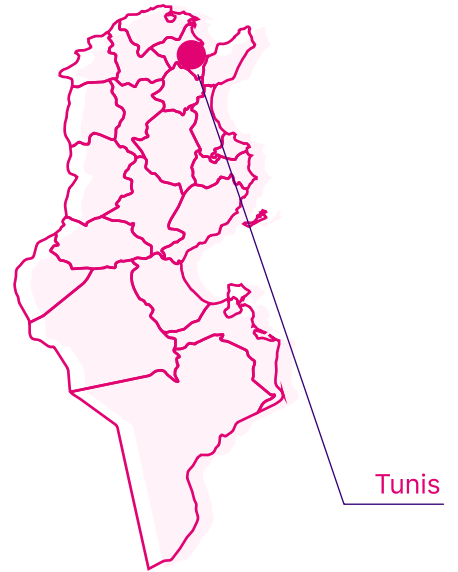


COUNTRY FOCUS

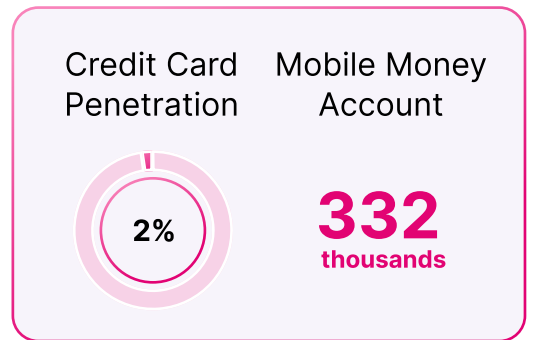
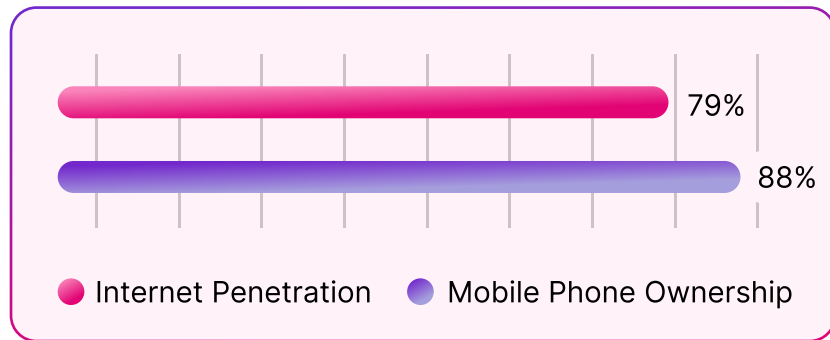
# 2025 TUNISIA



Population **12.5** millions

Gross Domestic Product (in \$)  
**46** billion

**32** y Median Age



Sim Cards

**16.3** millions

- Prepaid Connections > 87%
- Postpaid Connections > 13%

Main Telcos

Market share (Mobile connections):

Operator	Market Share
ooredoo	41%
TT (Tunisie Telecom)	31%
orange™	26%
Others	2%

Digital Content Usage

Category	Value
Number of Users (by 2027)	
Mobile Gaming	2.4M
Video Streaming	1.4M
Music Streaming	900K
Revenue (in millions of €)	
Mobile Gaming	24
Video Streaming	62
Music Streaming	8.7
User Penetration (in %)	
Mobile Gaming	18
Video Streaming	10
Music Streaming	7

Share of Mobile Broadband Connections (3G-4G-5G)

**69%**