



Declared Investment projects at a Glance

2025



Summary

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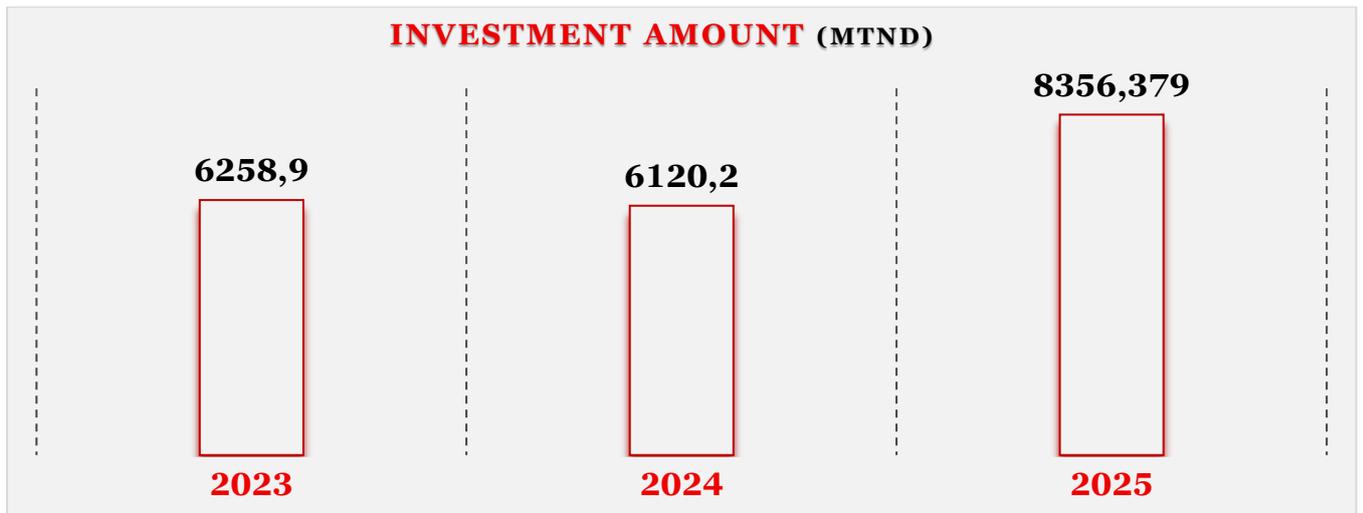
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This **annual statistical newsletter** provides an overview of declared investment projects in Tunisia across all sectors of activity during **2025**. It consolidates statistical data collected from the principal sectoral **investment promotion agencies** and seeks to inform on national investment trends based on project announcements. The publication presents key statistical indicators and analytical assessments disaggregated by **sector and by region**.

NB: investments exceeding the threshold of TND 600 million are not included in these statistics. Considering these few projects would skew the comparison.

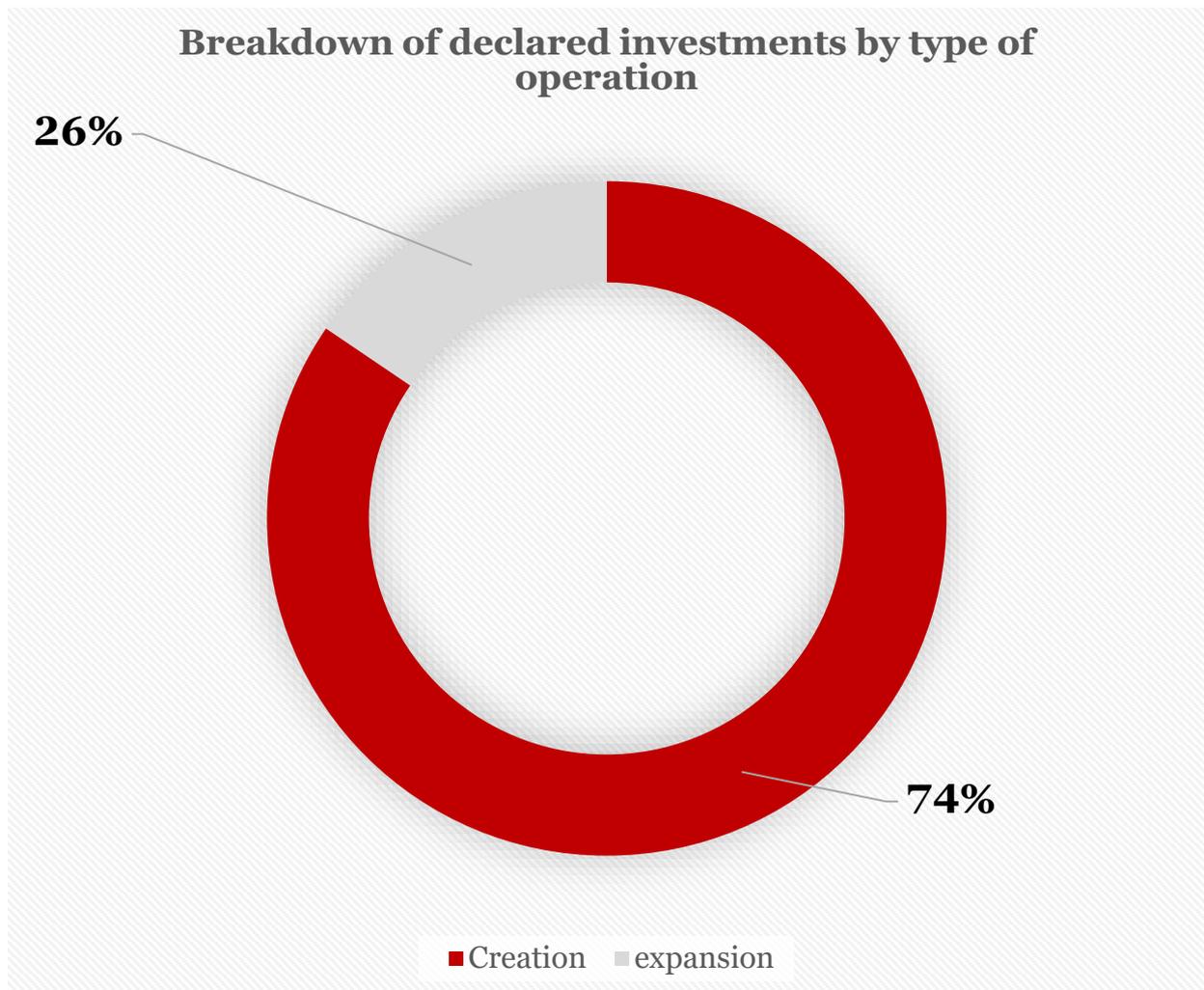
Trends in Declared Investment and Employment

During 2025, declared investments amounted to TND **8356,4** million, contributing to the creation of **101681** projected jobs across various economic sectors. This represents a significant increase of **39.3%** in investment levels compared with the corresponding period in 2024, alongside a **5%** rise in the anticipated number of jobs to be generated. This investment momentum is primarily driven by the **renewable energy sector**, which accounted for TND **1685,1** million in investments over the period under review.



Analysis of Declared Investment by Venture Type

During 2025, the distribution of investment projects by type of operation highlights a clear predominance of new ventures, which account for **74%** of total declared investments, reflecting the country's attractiveness to investors. In contrast, expansions, representing **26%**, demonstrate the confidence of existing enterprises in Tunisia's business environment and their willingness to strengthen production capacities.



Analysis of Declared Investment by Sector

The manufacturing sector holds the top position.

During 2025, the distribution of declared investments by sector of activity highlights the following trends:



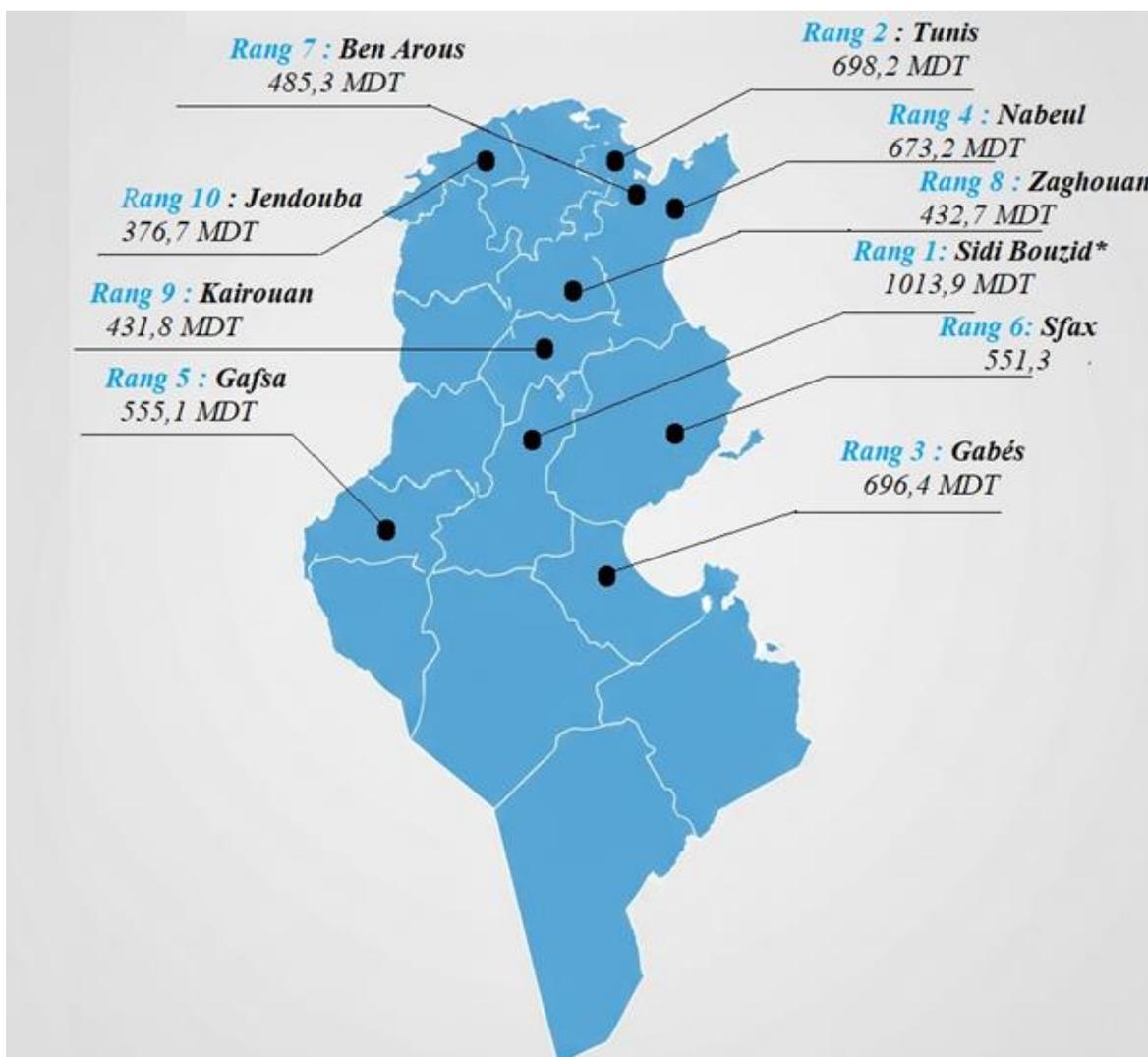
- Contributing **35%** of declared investments and **39%** of projected job creation, the industrial sector continues to play a central role in the Tunisian economy. However, over the same period, it experienced a decline of **14,3%** in investment amounts and a **29,6%** decrease in projected employment compared to the previous year.

- The **services sector** ranks second, with declared investments amounting to TND **1755,4** million, representing **21%** of the total and generating **59879** projected jobs, equivalent to **59%** of total employment. These results reflect an increase of **75%** in investment and **40%** in projected employment compared with the same period in 2024.
- With TND **1685,1** million—accounting for **20%** of total declared investments—the **renewable energy sector** ranks third nationally, confirming its strategic importance in Tunisia’s energy transition toward the 2035 horizon.
- The **agricultural sector** recorded declared investments of TND **1347.5** million, representing **16%** of the total and enabling the creation of **7129** jobs. This level reflects a significant improvement of **11,6%** compared with the same period in 2024, confirming its structuring role in the Tunisian economy, particularly in terms of food security and regional development.
- The **tourism sector** totaled TND 645 million in declared investments between January and December 2025, accounting for **8%** of total declared investments and expected

to generate **1718** jobs. The sector shows a remarkable increase of **238%** compared with 2024, mainly driven by the declaration of a major tourism project in **Jendouba** worth TND **300** million, which alone is expected to create **600** jobs.

Analysis of Declared Investment by Region

During 2025, **Top 10** governorates in terms of declared investment volumes accounted for more than **71%** of the national total, across all sectors.



Declared investments in regional development zones reached TND 4,541.2 million, representing 54% of the total declared investments, mainly driven by renewable energy projects.

The distribution of the volume of declared investments during 2025 by district is as follows:



District	Declared Investment (TND million)	Distribution
1	932,1	11,2%
2	2668,2	31,9%
3	1432,9	17,1%
4	2207,1	26,4%
5	1116,1	13,4%
Total	8356,4	100%

Analysis of Declared Investment by Project Type

During 2025, fourteen National Interest Projects (PIN) were declared to the TIA for a total amount of TND **2675,3** million, representing **32%** of the overall volume of declared investments.

These projects are expected to create **2798** jobs.

Analysis of Declared Investment by Foreign Participation Rate

During 2025, domestic investment accounted for **65%** of the total declared amount, enabling the creation of **87334** jobs. For their part, investments with foreign participation reached a volume of TND **2922,5** million, representing **35%** of the total. These foreign-participation projects are expected to generate **14347** jobs, accounting for 14% of all declared employment.

