



# Declared Investment projects at a Glance

**2025**



## Summary

## Page

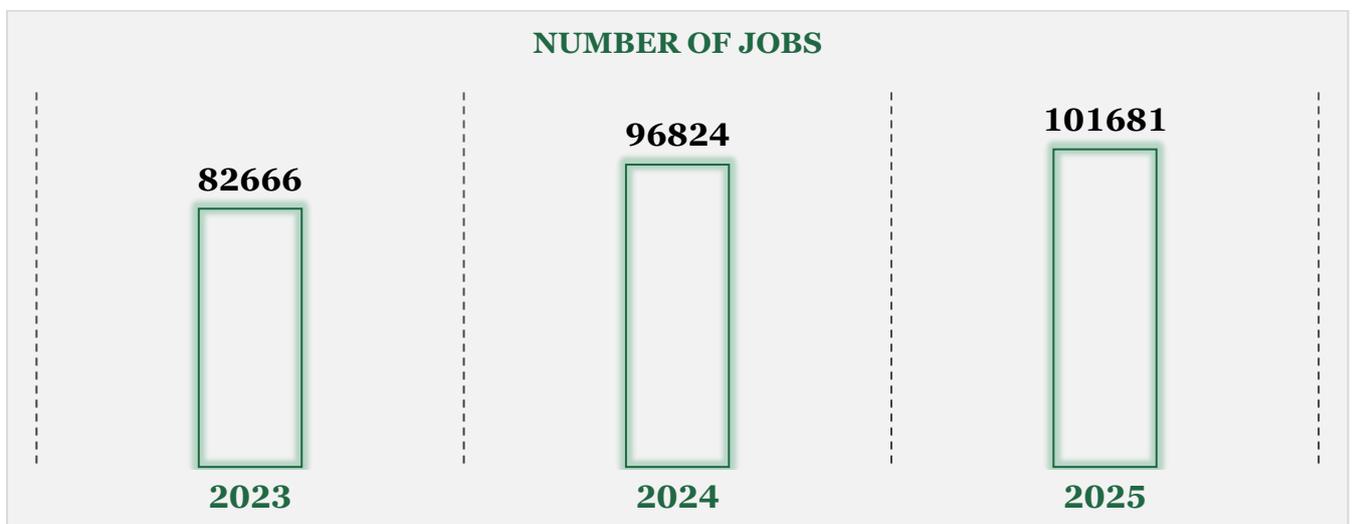
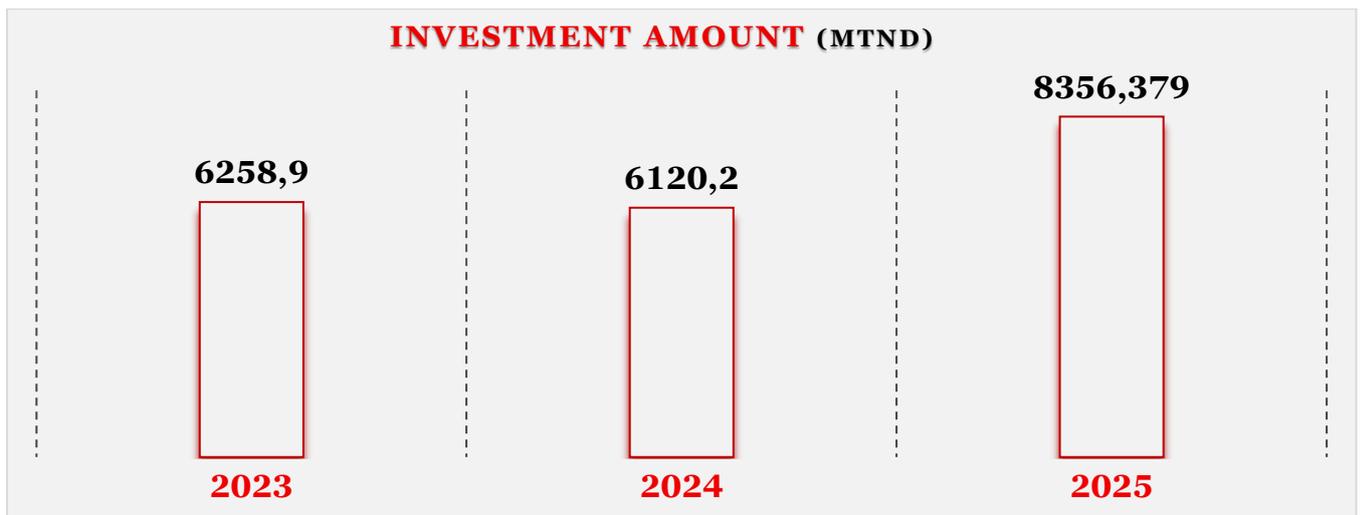
<b>Trends in Declared Investment and Employment</b>	<b>5</b>
Analysis of Declared Investment by Venture Type	6
<b>Analysis of Declared Investment by Sector</b>	<b>7</b>
Analysis of Declared Investment by Region	9
<b>Analysis of Declared Investment by Project Type</b>	<b>10</b>
Analysis of Declared Investment by Foreign Participation Rate	11

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.

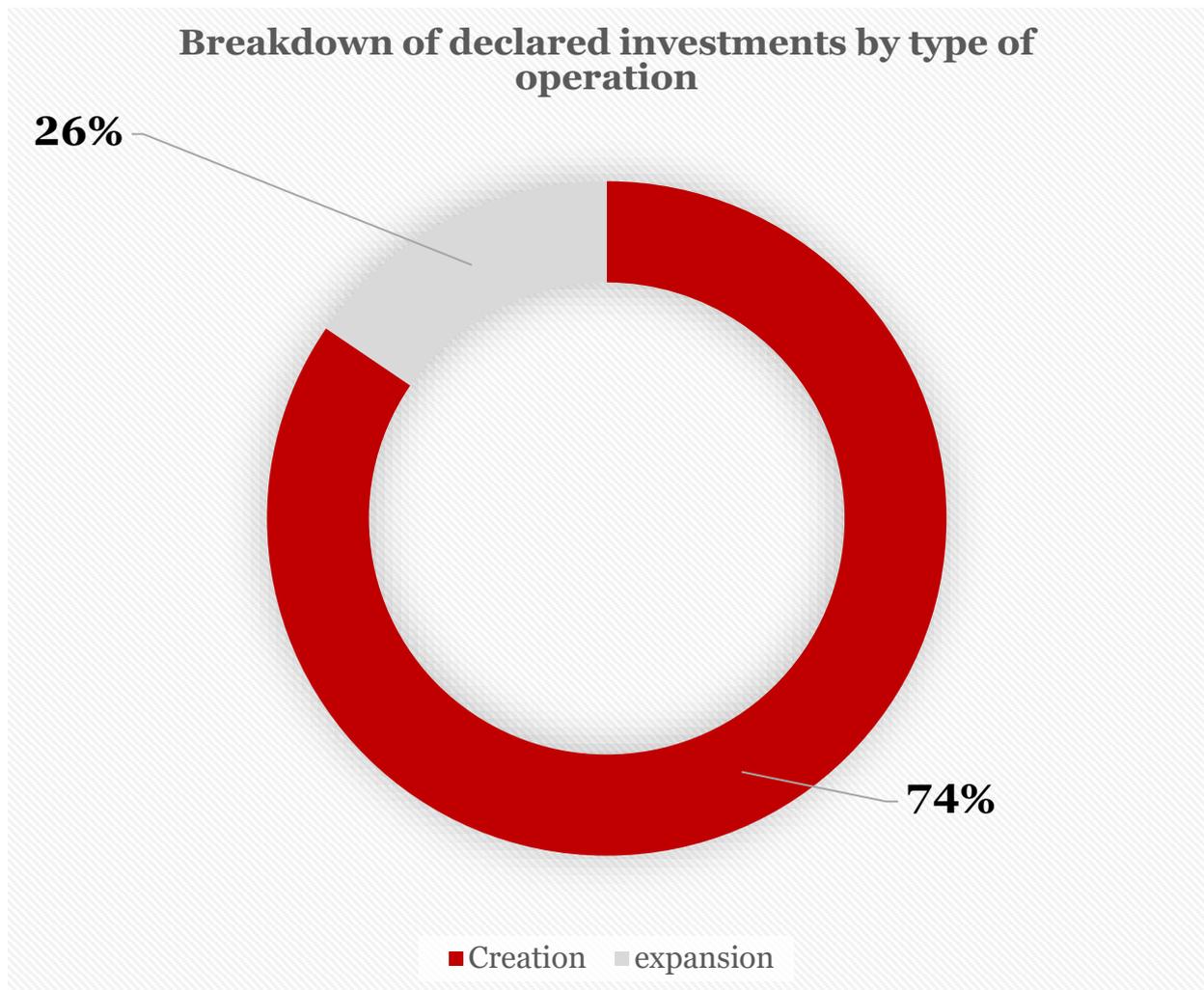
## Trends in Declared Investment and Employment

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:



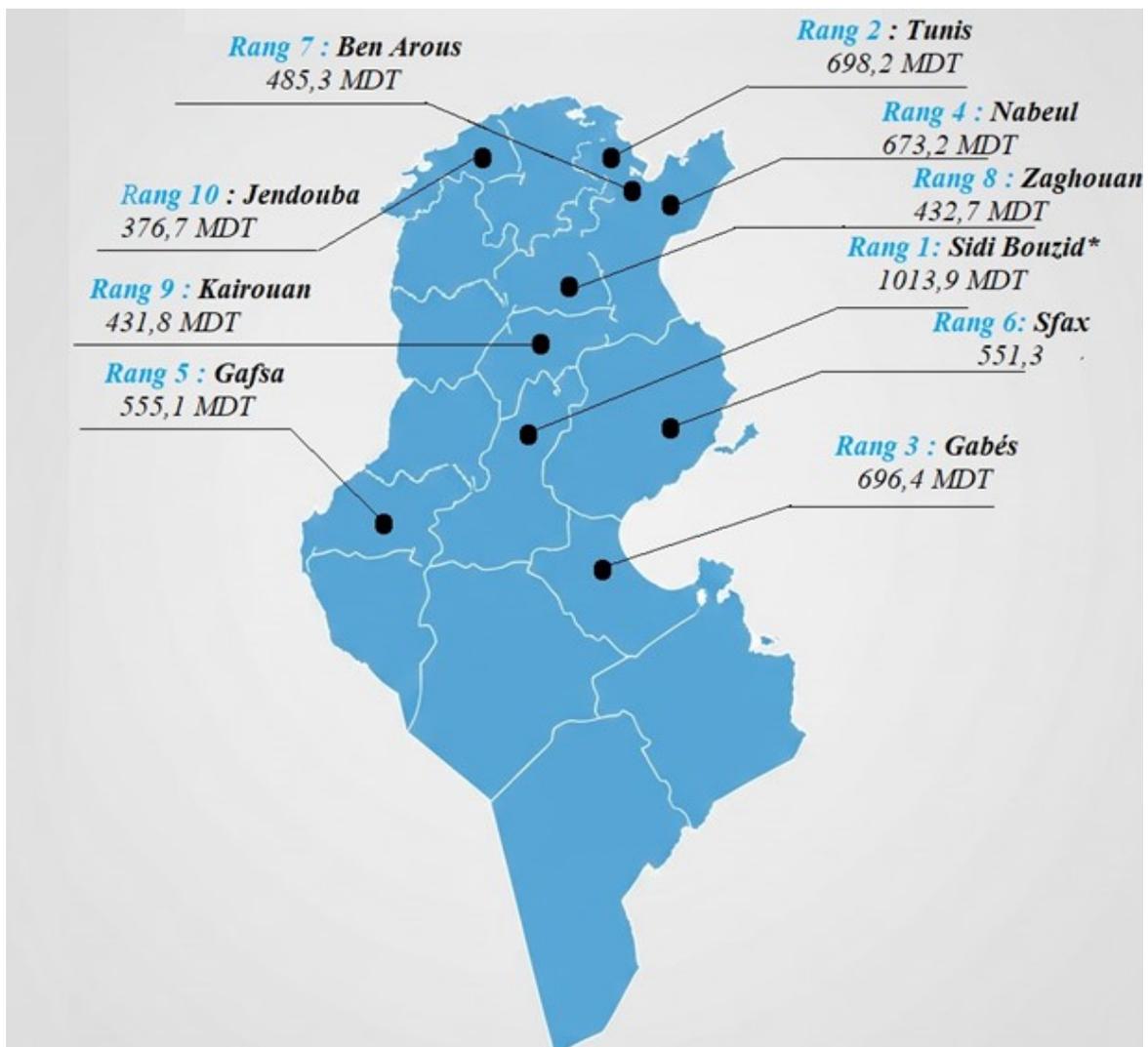
- Contributing **35%** of declared investments and **39%** of projected job creation, the industrial sector continues to play a central role in the Tunisian economy. However, over the same period, it experienced a decline of **14,3%** in investment amounts and a **29,6%** decrease in projected employment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

