

Tunisia

Ezzahra Market



Market type mixed

Frequency weekly



Key Stakeholders

Actor	Role & responsibility
Municipality of Ezzahra	Management (organization, maintenance)
Municipal police	Enforcement and monitoring
National Agency of Sanitary and Environmental Control Products	Product safety inspection
Ministry of trade	Domestic trade regulation (price regulation and economic inspection)
Suppliers	Intermediaries ; purchase products from the wholesale market or farmers; sell products to retail vendors
Vendors	Exclusively re-sellers (not direct producers): Set retail prices, sell products (fruits and vegetables, second-hand clothes) to consumers
Consumers	Buyers: consumers with high, modest or low incomes

Main products and users

Product category	Share of market	Target consumer profile
Second-hand clothing (thrift stalls), household goods, furniture	80%	<ul style="list-style-type: none"> High-income Modest-income Low-income
Fruits & vegetables	20%	End-users

Main production / farming system(s)

Main agricultural production	Farming systems
Leafy vegetables, citrus fruits and other fruits	Smallholder farmers

Value chain involved (sourcing)

Stage	Description
Production	Farmers (mainly smallholders)
Wholesale	Bir El Kassa Hub: The primary aggregation point
Intermediation	Brokers/Negotiators: Key actors controlling supply to market vendors
Trade/Retail	Traders (market): Final sale to consumers
Consumers	Around 70% of consumers have a high income, while around 30% have a modest or low one

Institutions / Governance setting up market

Governance Level	Actor	Main function
Local level	Municipality of Tunis	Operational Management (ensures day to day market functioning)
National level	Ministry of trade	Economic control, provides legal and regulatory framework
	Ministry of interior	Enforcement
	Ministry of health	Sanitary control
	Ministry of Agriculture, water resources and fisheries	Quality and safety of the products

Location

Location: Ezzahra (Ben Arous - Greater Tunis)



Challenges

Challenge category	Specific issue
Compliance	Weak enforcement of rules
Infrastructure	Lack of parking & bad roads
Resources	Limited municipal budget
Distribution	Dominated by intermediaries
Competition	Illegal trades (informal)
Future risk	Declining vendor numbers

ICT-Potential

- Digital management system for stall registration
- Traceability system for agricultural products

Practice Partners

- Directorate of markets and Economic Affairs
- Ministerial directives and authorities (Agriculture, trade, interior and health)



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