

Carbonates in Algeria

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Carbonates delivers steady growth in 2025 thanks to record-breaking hot weather

INDUSTRY PERFORMANCE

Carbonates consumption is boosted in summer and Ramadan

A developing cocktail culture and rising health concerns are key growth drivers

WHAT'S NEXT?

Demographic trends and on-trade development will continue to boost consumption

Enhanced monitoring is set to be enabled by technological advancements

Producers likely to expand their offer of healthier carbonates

COMPETITIVE LANDSCAPE

Coca-Cola remains the leading brand in carbonates

Ifri finding success thanks to its use of natural ingredients

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Small local grocers dominate sales of carbonates

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EXECUTIVE SUMMARY

Soft drinks sales see steady growth in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

A youthful population and hot weather fuels demand for soft drinks in Algeria

Modest economic recovery limits growth

Rising health concerns inform purchasing decisions

WHAT'S NEXT?

Algeria's expanding urban population points towards growth in sales of soft drinks

State laws should ensure domestic players remain dominant

Uptick in tourism creating renewed demand for foodservice

COMPETITIVE LANDSCAPE

Local player Ibrahim & Fils Ifri remains on top with strong product portfolio

Taiba wins share thanks to the availability and affordability of its soft drinks

CHANNELS

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