



Euromonitor
International

Concentrates in Algeria

December 2025

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Concentrates in Algeria - Category analysis

KEY DATA FINDINGS

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Concentrates benefiting from a healthy and low-cost positioning

INDUSTRY PERFORMANCE

Concentrates benefits from a healthy and economical image

Powder concentrates cement their dominance

WHAT'S NEXT?

Demand for concentrates set to continue growing over the forecast period

Advanced concentration technologies will lead to flavour and texture innovations

Health and wellness and sustainability set to be the focus of new product development

COMPETITIVE LANDSCAPE

Promasidor Djazair cements its dominance in concentrates

Tchin Tchin benefits from award-winning reputation of its products

CHANNELS

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Soft Drinks in Algeria - Industry Overview

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Soft drinks sales see steady growth in 2025

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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
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