



Euromonitor  
International

# Juice in Algeria

December 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Juice continues to benefit from its healthy image

### INDUSTRY PERFORMANCE

Prices sensitivity continues to shape consumers preferences

Juice drinks continues to dominate sales due to affordable positioning

### WHAT'S NEXT?

Outlook for juice remains favourable

PET packaging set to make gins thanks to its affordability

Health and wellness trend will continue to influence demand

### COMPETITIVE LANDSCAPE

Ibrahim & Fils Ifri continues to lead amid a fragmented market

N'Gaous finds success by balancing quality with affordability

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Small local grocers dominate juice sales but face growing competition

Retail e-commerce showing potential but online sales remain low

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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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/juice-in-algeria/report](http://www.euromonitor.com/juice-in-algeria/report).