



Concentrates in Algeria

December 2025

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Concentrates in Algeria - Category analysis

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Concentrates benefiting from a healthy and low-cost positioning

INDUSTRY PERFORMANCE

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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

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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

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

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