



Euromonitor  
International

# Bottled Water in Algeria

December 2025

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Bottled water remains an essential part of daily life for many consumers

#### INDUSTRY PERFORMANCE

Overall demand for bottled water remains buoyant in 2025

Still spring bottled water taps into the growing demand for premium products

#### WHAT'S NEXT?

Bottled water set for healthy growth over the forecast period

Technological advancements will support and improve water treatment

Increasing health and wellness trend is expected to fuel demand

#### COMPETITIVE LANDSCAPE

Ibrahim & Fils Ifri maintaining its leadership in a fragmented market

Cevital successfully promotes a healthy and pure image for its bottled water

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Small local grocers lead sales but lose share to modern retail channels

E-commerce offers potential despite sales remaining 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/bottled-water-in-algeria/report](http://www.euromonitor.com/bottled-water-in-algeria/report).