



# Other Hot Drinks in Algeria

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Table of Contents

## Other Hot Drinks in Algeria - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Steady growth for other hot drinks, thanks to popularity of chocolate-based flavoured powder drinks

#### INDUSTRY PERFORMANCE

Demographic and modern retail trends continue to support category growth

Chocolate-based flavoured powder drinks remains the key category in other hot drinks

#### WHAT'S NEXT?

Steady consumer demand and modernisation of retail and foodservice will support ongoing sales

Technological advancements are set to further support product innovation

Healthier options set to become more widespread in other hot drinks

#### COMPETITIVE LANDSCAPE

Nestlé continues to lead other hot drinks thanks to success of its Nesquik brand and its local production facilities in Algeria

Promasidor Djazair benefits from resonating with local consumers

#### CHANNELS

Small local grocers manages to maintain small channel share lead over supermarkets

Hypermarkets is the channel seeing the strongest distribution growth

#### CATEGORY DATA

Table 1 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025

Table 2 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025

Table 3 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 6 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 7 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 8 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 9 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

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## Hot Drinks in Algeria - Industry Overview

### EXECUTIVE SUMMARY

Sustained growth in hot drinks, despite decreasing consumer income levels and the lingering impact of inflationary pressures

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Coffee remains the largest category in hot drinks, with maintained popularity

Tea sees the strongest sales, thanks to local tea-drinking culture and competitive activities in the category

Other hot drinks maintains stable growth, thanks to ongoing demand for chocolate-based flavoured powder drinks

#### WHAT'S NEXT?

Sales of hot drinks will maintain a positive and stable performance over the forecast period

Challenges to hot drinks include category maturity limiting opportunities and still-high prices limiting volume sales

Downtrading expected in a price-sensitive environment

## COMPETITIVE LANDSCAPE

Local distributor Eurl Facto maintains lead over global Nestlé

All companies see growth in hot drinks overall, with Sarl Levant Distribution Algérie showing the strongest gains from a low base

## CHANNELS

Small local grocers maintains distribution channel lead, while competition intensifies from modern grocery retailers

Hypermarkets is the distribution channel seeing the strongest growth

Foodservice vs retail split

## MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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