



# Hot Drinks in Algeria

January 2026

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## Hot Drinks in Algeria

### 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

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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

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[Coffee in Algeria](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Healthy and stable sales for coffee, thanks to strong local coffee-drinking culture

### INDUSTRY PERFORMANCE

Coffee sales supported by the ongoing development of modern retail channels and consumer foodservice

Instant coffee and fresh coffee both benefit from different demand drivers

### WHAT'S NEXT?

Sustained growth for coffee over the forecast period

Expected increasing use of technological advancements in coffee product innovation

Sustainable developments expected in coffee

### COMPETITIVE LANDSCAPE

Eurl Facto maintains its lead, thanks to longstanding popularity of its Facto brand

Jacobs Douwe Egberts benefits from increasing availability of its Maxwell House and Carte Noir instant coffee brands

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## KEY DATA FINDINGS

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Healthy value growth and stable volume growth for tea

### INDUSTRY PERFORMANCE

Health and wellness trends continue to boost green tea's positioning and appeal

Other fruit/herbal tea benefits from popularity of caffeine-free and functional teas

### WHAT'S NEXT?

Tea will maintain positive sales over the forecast period, thanks to stable baseline demand and rising trends for health variants

Product innovation will be further enabled by technological advancements

Health and wellness trends will continue to support growth across tea

## COMPETITIVE LANDSCAPE

Boushaba Eurl maintains its over lead thanks to strength in green tea

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

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## 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

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