



Soft Drinks in Algeria

December 2025

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Soft Drinks in Algeria

EXECUTIVE SUMMARY

Soft drinks sales see steady growth in 2025

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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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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

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[Carbonates in Algeria](#)

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INDUSTRY PERFORMANCE

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A developing cocktail culture and rising health concerns are key growth drivers

WHAT'S NEXT?

Demographic trends and on-trade development will continue to boost consumption

Enhanced monitoring is set to be enabled by technological advancements

Producers likely to expand their offer of healthier carbonates

COMPETITIVE LANDSCAPE

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[Concentrates in Algeria](#)

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Powder concentrates cement their dominance

WHAT'S NEXT?

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Health and wellness and sustainability set to be the focus of new product development

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[Juice in Algeria](#)

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INDUSTRY PERFORMANCE

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Health and wellness trend will continue to influence demand

COMPETITIVE LANDSCAPE

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[Energy Drinks in Algeria](#)

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New product innovation should be supported by technological advancements

Health and wellness concerns likely to inform new product development

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Sports Drinks in Algeria

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INDUSTRY PERFORMANCE

Growing levels of fitness and exercise drives sports drinks consumption

A lack of options ensures that regular sports drinks dominate sales

WHAT'S NEXT?

Increase in sports activities predicted to support category growth

Advanced processing technologies should support product innovation

Growing focus on health and wellbeing in sports drinks

COMPETITIVE LANDSCAPE

Ibrahim & Fils Ifri faces little competition in sports drinks

Competition remains limited due to a lack of sales opportunities

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