



Coffee in Algeria

January 2026

Table of Contents

Coffee in Algeria - Category analysis

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

CHANNELS

Small local grocers retain the position as the strongest distribution channel for coffee sales

Hypermarkets is the distribution channel seeing the strongest growth

CATEGORY DATA

Table 1 - Retail Sales of Coffee by Category: Volume 2020-2025

Table 2 - Retail Sales of Coffee by Category: Value 2020-2025

Table 3 - Retail Sales of Coffee by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Coffee by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Coffee: % Retail Value 2021-2025

Table 6 - LBN Brand Shares of Coffee: % Retail Value 2022-2025

Table 7 - Forecast Retail Sales of Coffee by Category: Volume 2025-2030

Table 8 - Forecast Retail Sales of Coffee by Category: Value 2025-2030

Table 9 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Coffee 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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