



Tea in Algeria

January 2026

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Tea in Algeria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

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
Sarl Levant Distribution Algérie benefits from the growing distribution of its Ahmad Tea brand

CHANNELS

Small local grocers maintains largest distribution channel share in tea
Retail e-commerce and hypermarkets see the strongest channel growth

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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

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