



Euromonitor
International

Sports Drinks in Algeria

December 2025

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2025 DEVELOPMENTS

Sports drinks sees moderate growth in 2025 but from a low base

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

CHANNELS

Despite losing some ground, small local grocers continue to lead in sports drinks

Hypermarkets deliver dynamic growth thanks to a modern and trendy image

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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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