



Euromonitor
International

Energy Drinks in Algeria

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Energy Drinks in Algeria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks thriving and still full of potential

INDUSTRY PERFORMANCE

Energy drinks remains the most dynamic area of Algeria's soft drinks market

Regular energy drinks dominate but the market remains small

WHAT'S NEXT?

Positive outlook for the forecast period

New product innovation should be supported by technological advancements

Health and wellness concerns likely to inform new product development

COMPETITIVE LANDSCAPE

Ibrahim & Fils Ifri dominates with natural claims

Local brands dominate as imported brands are pushed out of the market

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Modern retail channels making inroads

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Soft drinks sales see steady growth in 2025

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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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