



# Energy Drinks in Algeria

December 2025

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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

#### CHANNELS

Small local grocers continue to dominate sales of energy drinks

Modern retail channels making inroads

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## Soft Drinks in Algeria - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks sales see steady growth in 2025

### KEY DATA FINDINGS

#### 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

## CHANNELS

Consumers slowly shifting to more modern distribution channels  
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