



Juice in Algeria

December 2025

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Juice in Algeria - Category analysis

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2025 DEVELOPMENTS

Juice continues to benefit from its healthy image

INDUSTRY PERFORMANCE

Prices sensitivity continues to shape consumers preferences

Juice drinks continues to dominate sales due to affordable positioning

WHAT'S NEXT?

Outlook for juice remains favourable

PET packaging set to make gains thanks to its affordability

Health and wellness trend will continue to influence demand

COMPETITIVE LANDSCAPE

Ibrahim & Fils Ifri continues to lead amid a fragmented market

N'Gaous finds success by balancing quality with affordability

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Small local grocers dominate juice sales but face growing competition

Retail e-commerce showing potential but online sales remain low

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Soft Drinks in Algeria - Industry Overview

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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Consumers slowly shifting to more modern distribution channels
On-trade sales see healthy growth in 2025 thanks in part to an influx of tourists

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