



Wine in Algeria

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Modest volume growth in 2024
- Domestic producers continue to dominate
- Food/drink/tobacco specialists remains the only off-trade distribution channel due to restrictive regulations

PROSPECTS AND OPPORTUNITIES

- Although gaining popularity, wine faces challenges
- Still red wine to remain dominant
- Interest in sparkling wine remains limited

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Alcoholic Drinks in Algeria - Industry Overview

EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

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