Hot Drinks in Algeria

January 2026

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SOURCES

Coffee in Algeria

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy and stable sales for coffee, thanks to strong local coffee-drinking culture

INDUSTRY PERFORMANCE

Coffee sales supported by the ongoing development of modern retail channels and consumer foodservice
Instant coffee and fresh coffee both benefit from different demand drivers

WHAT’S NEXT?

Sustained growth for coffee over the forecast period
Expected increasing use of technological advancements in coffee product innovation
Sustainable developments expected in coffee

COMPETITIVE LANDSCAPE

Eurl Facto maintains its lead, thanks to longstanding popularity of its Facto brand
Jacobs Douwe Egberts benefits from increasing availability of its Maxwell House and Carte Noir instant coffee brands

CHANNELS

Small local grocers retain the position as the strongest distribution channel for coffee sales
Hypermarkets is the distribution channel seeing the strongest growth

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

Tea in Algeria

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy value growth and stable volume growth for tea

INDUSTRY PERFORMANCE

Health and wellness trends continue to boost green tea’s positioning and appeal
Other fruit/herbal tea benefits from popularity of caffeine-free and functional teas

WHAT’S NEXT?

Tea will maintain positive sales over the forecast period, thanks to stable baseline demand and rising trends for health variants
Product innovation will be further enabled by technological advancements

Health and wellness trends will continue to support growth across tea

COMPETITIVE LANDSCAPE

Boushaba Eurl maintains its over lead thanks to strength in green tea

Sarl Levant Distribution Algérie benefits from the growing distribution of its Ahmad Tea brand

CHANNELS

Small local grocers maintains largest distribution channel share in tea

Retail e-commerce and hypermarkets see the strongest channel growth

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

Other Hot Drinks in Algeria

KEY DATA FINDINGS

2025 DEVELOPMENTS

Steady growth for other hot drinks, thanks to popularity of chocolate-based flavoured powder drinks

INDUSTRY PERFORMANCE

Demographic and modern retail trends continue to support category growth

Chocolate-based flavoured powder drinks remains the key category in other hot drinks

WHAT'S NEXT?

Steady consumer demand and modernisation of retail and foodservice will support ongoing sales

Technological advancements are set to further support product innovation

Healthier options set to become more widespread in other hot drinks

COMPETITIVE LANDSCAPE

Nestlé continues to lead other hot drinks thanks to success of its Nesquik brand and its local production facilities in Algeria

Promasidor Djazair benefits from resonating with local consumers

CHANNELS

Small local grocers manages to maintain small channel share lead over supermarkets

Hypermarkets is the channel seeing the strongest distribution growth

CATEGORY DATA

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