



Juice in Algeria

December 2025

Table of Contents

Juice in Algeria - Category analysis

KEY DATA FINDINGS

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 gins 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

CHANNELS

Small local grocers dominate juice sales but face growing competition

Retail e-commerce showing potential but online sales remain low

CATEGORY DATA

Table 1 - Off-trade Sales of Juice by Category: Volume 2020-2025

Table 2 - Off-trade Sales of Juice by Category: Value 2020-2025

Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Juice: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[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
On-trade sales see healthy growth in 2025 thanks in part to an influx of tourists

MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
- Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
- Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
- Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
- Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
- Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
- Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
- Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
- Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
- Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
- Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
- Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
- Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
- Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
- Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
- Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
- Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
- Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
- Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/juice-in-algeria/report.