

Soft Drinks in Algeria

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Report description:

Soft drinks is set to register a healthy performance in retail value terms in 2022; however, most of this growth is driven by price rises and volume growth is far more moderate. The economy in Algeria has been impacted by the COVID-19 pandemic, with consumers seeing lower disposable income levels and facing job insecurity. Indeed, the health crisis led to soaring unemployment rates in the country, with many businesses closing. As a consequence of the ongoing economic hardship, which is not likel...

Euromonitor International's Soft Drinks in Algeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Soft Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

Soft Drinks in Algeria
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List Of Contents And Tables

SOFT DRINKS IN ALGERIA

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 10 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 11 □Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 12 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 13 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 14 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 15 □NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 16 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 17 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 18 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 19 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 20 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 21 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 22 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 23 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 24 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 25 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 26 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN ALGERIA

KEY DATA FINDINGS

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2022 DEVELOPMENTS

Reduced sugar products perform well in 2022 as consumers are increasingly health conscious

New flavours and active marketing are the main drivers of growth

Coca-Cola continues to dominate, benefiting from consumer loyalty and trust, and strong brand positioning

PROSPECTS AND OPPORTUNITIES

Carbonates will benefit from hot climate, busy lifestyles and changing consumption habits

Foodservice is set to perform well over the forecast period

Rising health and wellness trend will stimulate new product development

CATEGORY DATA

Table 27 Off-trade vs On-trade Sales of Carbonates: Volume 2017-2022

Table 28 Off-trade vs On-trade Sales of Carbonates: Value 2017-2022

Table 29 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2017-2022

Table 30 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2017-2022

Table 31 Off-trade Sales of Carbonates by Category: Volume 2017-2022

Table 32 Off-trade Sales of Carbonates by Category: Value 2017-2022

Table 33 Off-trade Sales of Carbonates by Category: % Volume Growth 2017-2022

Table 34 Off-trade Sales of Carbonates by Category: % Value Growth 2017-2022

Table 35 NBO Company Shares of Off-trade Carbonates: % Volume 2018-2022

Table 36 □LBN Brand Shares of Off-trade Carbonates: % Volume 2019-2022

Table 37 □NBO Company Shares of Off-trade Carbonates: % Value 2018-2022

Table 38 □LBN Brand Shares of Off-trade Carbonates: % Value 2019-2022

Table 39 □Forecast Off-trade Sales of Carbonates by Category: Volume 2022-2027

Table 40 □Forecast Off-trade Sales of Carbonates by Category: Value 2022-2027

Table 41 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2022-2027

Table 42 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2022-2027

JUICE IN ALGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Higher total volume growth than before pandemic

On-trade channel continues its recovery in 2022

The juice market remains fragmented with domestic producers dominating the landscape

PROSPECTS AND OPPORTUNITIES

Price sensitivity will continue to shape consumers' preferences

Foodservice recovery with the lifting of pandemic restrictions

Shift from carton to more cost-effective PET packaging with decline in disposable incomes

CATEGORY DATA

Table 43 Off-trade Sales of Juice by Category: Volume 2017-2022

Table 44 Off-trade Sales of Juice by Category: Value 2017-2022

Table 45 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022

Table 46 Off-trade Sales of Juice by Category: % Value Growth 2017-2022

Table 47 NBO Company Shares of Off-trade Juice: % Volume 2018-2022

Table 48 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022

Table 49 NBO Company Shares of Off-trade Juice: % Value 2018-2022

Table 50 LBN Brand Shares of Off-trade Juice: % Value 2019-2022

Table 51 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027

Table 52 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027

Table 53 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027

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Table 54 ☐Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

ENERGY DRINKS IN ALGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Slower growth in 2022 due to the economic downturn in Algeria

Information campaigns required to educate consumers about energy drinks

Local currency devaluation means more opportunities for local players

PROSPECTS AND OPPORTUNITIES

Future growth of energy drinks driven by increased local production and expansion of modern grocery retailers

Reopening of foodservice and return to normal life post COVID-19 set to boost sales

Economic challenges could impact the category's performance

CATEGORY DATA

Table 55 Off-trade Sales of Energy Drinks: Volume 2017-2022

Table 56 Off-trade Sales of Energy Drinks: Value 2017-2022

Table 57 Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022

Table 58 Off-trade Sales of Energy Drinks: % Value Growth 2017-2022

Table 59 NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022

Table 60 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022

Table 61 NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022

Table 62 LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022

Table 63 Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027

Table 64 ☐Forecast Off-trade Sales of Energy Drinks: Value 2022-2027

Table 65 ☐Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027

Table 66 ☐Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

CONCENTRATES IN ALGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Low volume growth for concentrates as economic downturn impacts consumer spending power in 2022

Liquid concentrates retains its niche status with limited growth potential

Affordability and convenience help Promasidor maintain its leadership in 2022

PROSPECTS AND OPPORTUNITIES

Affordability to remain the major factor influencing future demand

Growth set to be hampered by competition from more innovative categories

Foodservice to remain an important channel for concentrates

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 67 Off-trade Sales of Concentrates (RTD) by Category: Volume 2017-2022

Table 68 Off-trade Sales of Concentrates by Category: Value 2017-2022

Table 69 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2017-2022

Table 70 Off-trade Sales of Concentrates by Category: % Value Growth 2017-2022

Table 71 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2018-2022

Table 72 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2019-2022

Table 73 NBO Company Shares of Off-trade Concentrates: % Value 2018-2022

Table 74 LBN Brand Shares of Off-trade Concentrates: % Value 2019-2022

Table 75 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2018-2022

Table 76 ☐LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2022

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Table 77 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2018-2022

Table 78 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2022

Table 79 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2022-2027

Table 80 □Forecast Off-trade Sales of Concentrates by Category: Value 2022-2027

Table 81 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2022-2027

Table 82 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2022-2027

RTD TEA IN ALGERIA

2022 DEVELOPMENTS

RTD COFFEE IN ALGERIA

2022 DEVELOPMENTS

BOTTLED WATER IN ALGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Still water continues to dominate off-trade and on-trade sales in 2022

New product development and innovation discouraged by the economic downturn

Bottled water remains fragmented and stable in 2022

PROSPECTS AND OPPORTUNITIES

Lack of access to safe drinking water will continue to be a key factor in the shift?towards bottled water

Reopening of horeca and lifestyle changes will drive on-trade sales growth

Emerging health and wellness trend set to influence sales

CATEGORY DATA

Table 83 Off-trade Sales of Bottled Water by Category: Volume 2017-2022

Table 84 Off-trade Sales of Bottled Water by Category: Value 2017-2022

Table 85 Off-trade Sales of Bottled Water by Category: % Volume Growth 2017-2022

Table 86 Off-trade Sales of Bottled Water by Category: % Value Growth 2017-2022

Table 87 NBO Company Shares of Off-trade Bottled Water: % Volume 2018-2022

Table 88 LBN Brand Shares of Off-trade Bottled Water: % Volume 2019-2022

Table 89 NBO Company Shares of Off-trade Bottled Water: % Value 2018-2022

Table 90 LBN Brand Shares of Off-trade Bottled Water: % Value 2019-2022

Table 91 Forecast Off-trade Sales of Bottled Water by Category: Volume 2022-2027

Table 92 □Forecast Off-trade Sales of Bottled Water by Category: Value 2022-2027

Table 93 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2022-2027

Table 94 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2022-2027

SPORTS DRINKS IN ALGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sports drinks growth is hampered by the economic downturn

Sports drinks remains a niche area due to competition from other sports nutrition products

Ibrahim & Fils Ifri continues to dominate sports drinks in 2022

PROSPECTS AND OPPORTUNITIES

Increasingly healthy lifestyles expected to sustain future sales growth

Increased demand with the reopening and expansion of gyms, and more sports events

Target audience for sports drinks set to remain limited in Algeria

CATEGORY DATA

Table 95 Off-trade Sales of Sports Drinks: Volume 2017-2022

Table 96 Off-trade Sales of Sports Drinks: Value 2017-2022

Table 97 Off-trade Sales of Sports Drinks: % Volume Growth 2017-2022

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Table 98 Off-trade Sales of Sports Drinks: % Value Growth 2017-2022
Table 99 NBO Company Shares of Off-trade Sports Drinks: % Volume 2018-2022
Table 100 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2019-2022
Table 101 NBO Company Shares of Off-trade Sports Drinks: % Value 2018-2022
Table 102 LBN Brand Shares of Off-trade Sports Drinks: % Value 2019-2022
Table 103 Forecast Off-trade Sales of Sports Drinks: Volume 2022-2027
Table 104 □Forecast Off-trade Sales of Sports Drinks: Value 2022-2027
Table 105 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2022-2027
Table 106 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2022-2027

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