

Soft Drinks in Algeria

Market Direction | 2022-12-07 | 61 pages | Euromonitor

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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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Euromonitor International
December 2022

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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

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