



Euromonitor
International

Spirits in Algeria

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive performance of spirits thanks to increasing consumer awareness
Diageo retains its leadership, but challenged by Pernod Ricard
Horeca sector drives on-trade sales growth for spirits

PROSPECTS AND OPPORTUNITIES

Potential beyond traditional spirit offerings
Illicit trade set to remain high
Non-alcoholic spirits likely to emerge

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Algeria - Industry Overview

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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

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Contraband/parallel trade
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