

Functional Drinks - Algeria

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Red Bull entered the Algerian market only in 2005, and it has become well known across the country. Other multinational brands such as Burn or Shark share the market. New brands have been launched such as Power Horse, Monster, Full Throttle, Amp and Rockstar and are trying to gain ground.

Euromonitor International's Functional 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 (2005-2009), 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 2014 illustrate how the market is set to change.

Product coverage: Elixirs, Energy Drinks, 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 industry;
- 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.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Content

Functional Drinks in Algeria
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LIST OF CONTENTS AND TABLES

Executive Summary
Growth in Soft Drinks Slows
Unpredictable Factors Hinder Sales
Carbonates Is Highly Competitive

Carrefour Is Disappointed by the Algerian Market Solid Growth Expected Over the Forecast Period

Market Data

- Table 1 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: Volume 2004-2009
- Table 2 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: % Volume Growth 2004-2009
- Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2004-2009
- Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2004-2009
- Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Sector: Volume 2009
- Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Sector: % Volume 2009
- Table 7 Off-trade vs On-trade Sales of Soft Drinks by Sector: Value 2009
- Table 8 Off-trade vs On-trade Sales of Soft Drinks by Sector: % Value 2009
- Table 9 Off-trade Sales of Soft Drinks (as sold) by Sector: Volume 2004-2009
- Table 10 Off-trade Sales of Soft Drinks (as sold) by Sector: % Volume Growth 2004-2009
- Table 11 Off-trade Sales of Soft Drinks by Sector: Value 2004-2009
- Table 12 Off-trade Sales of Soft Drinks by Sector: % Value Growth 2004-2009
- Table 13 Company Shares of Off-trade Soft Drinks (as sold) by Volume 2005-2009
- Table 14 Brand Shares of Off-trade Soft Drinks (as sold) by Volume 2006-2009
- Table 15 Company Shares of Off-trade Soft Drinks (RTD) by Volume 2005-2009
- Table 16 Brand Shares of Off-trade Soft Drinks (RTD) by Volume 2006-2009
- Table 17 Company Shares of Off-trade Soft Drinks by Value 2005-2009
- Table 18 Brand Shares of Off-trade Soft Drinks by Value 2006-2009
- Table 19 Off-trade Sales of Soft Drinks by Sector and Distribution Format: % Analysis 2009
- Table 20 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: Volume 2009-2014
- Table 21 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: % Volume Growth 2009-2014
- Table 22 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2009-2014
- Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2009-2014
- Table 24 Forecast Off-trade Sales of Soft Drinks (as sold) by Sector: Volume 2009-2014
- Table 25 Forecast Off-trade Sales of Soft Drinks (as sold) by Sector: % Volume Growth 2009-2014
- Table 26 Forecast Off-trade Sales of Soft Drinks by Sector: Value 2009-2014
- Table 27 Forecast Off-trade Sales of Soft Drinks by Sector: % Value Growth 2009-2014

Appendix

- Table 28 Off-trade Sales of Concentrates (RTD) by Subsector: Volume 2004-2009
- Table 29 Off-trade Sales of Concentrates (RTD) by Subsector: % Volume Growth 2004-2009
- Table 30 Company Shares of Liquid Concentrates (as sold) by Off-trade Volume 2005-2009
- Table 31 Brand Shares of Liquid Concentrates (as sold) by Off-trade Volume 2006-2009
- Table 32 Company Shares of Concentrates (RTD) by Off-trade Volume 2005-2009
- Table 33 Brand Shares of Concentrates (RTD) by Off-trade Volume 2006-2009
- Table 34 Forecast Off-trade Sales of Concentrates (RTD) by Subsector: Volume 2009-2014
- Table 35 Forecast Off-trade Sales of Concentrates (RTD) by Subsector: % Volume Growth 2009-2014

Definitions

- Summary 1 Research Sources
- Abc Atlas Bottling Corp
- Strategic Direction
- Key Facts
- Summary 2 ABC Atlas Bottling Corp: Key Facts
- Company Background
- Production
- Competitive Positioning
- Summary 3 ABC Atlas Bottling Corp: Competitive Position 2009
- Hamoud Boualem SpA
- Strategic Direction
- Key Facts
- Summary 4 Hamoud Boualem Spa: Key Facts
- Summary 5 Hamoud Boualem Spa: Operational Indicators

Company Background**Production****Competitive Positioning**

Summary 6 Summary Hamoud Boualem Spa: Competitive Position 2009

Ibrahim & Sons SRL**Strategic Direction****Key Facts**

Summary 7 Ibrahim & Sons Srl: Key Facts

Summary 8 Ibrahim & Sons Srl: Operational Indicators

Company Background**Production****Competitive Positioning**

Summary 9 Summary Ibrahim & Sons Srl: Competitive Position 2009

Vitajus Sarl**Strategic Direction****Key Facts**

Summary 10 VitaJus SARL: Key Facts

Company Background**Production****Competitive Positioning**

Summary 11 VitaJus: Competitive Position 2009

Headlines**Trends****Competitive Landscape****Prospects****Category Data**

Table 36 Off-trade Sales of Functional Drinks by Subsector: Volume 2005-2009

Table 37 Off-trade Sales of Functional Drinks by Subsector: Value 2004-2009

Table 38 Off-trade Sales of Functional Drinks by Subsector: % Volume Growth 2005-2009

Table 39 Off-trade Sales of Functional Drinks by Subsector: % Volume Growth 2005-2009

Table 40 Company Shares of Functional Drinks by Off-trade Volume 2005-2009

Table 41 Brand Shares of Functional Drinks by Off-trade Volume 2007-2009

Table 42 Forecast Off-trade Sales of Functional Drinks by Subsector: Volume 2009-2014

Table 43 Forecast Off-trade Sales of Functional Drinks by Subsector: Value 2009-2014

Table 44 Forecast Off-trade Sales of Functional Drinks by Subsector: % Volume Growth 2009-2014

Table 45 Forecast Off-trade Sales of Functional Drinks by Subsector: % Value Growth 2009-2014

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