

Retail in Algeria

March 2023

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Grocery Retailers in Algeria

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Rising food prices and inflationary pressures affect the performance of grocery retail

Brand Uno benefits from the local Ceital production plant in a highly fragmented category

Modern grocery retailers continue to be held back by the rural nature of Algeria

PROSPECTS AND OPPORTUNITIES

Government initiatives set to stabilise prices, demand and supply over the forecast period

Low levels of large-format penetration create opportunities for expansion

Larger modern retailers focus on discounts, while smaller retailers prioritise accessibility

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Trade ban with Spain, due to Moroccan autonomy plan for Western Sahara, creates challenges for imported brands

Government bans audio-visual advertising of food/dietary supplements after a surge of uncontrolled products

Strong competition in a fragmented category, with local outlets and global franchises

PROSPECTS AND OPPORTUNITIES

Ongoing import challenges will inspire international players to partner with local production plants

The creation of brand-new cities boosts the urbanisation trends

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Direct selling supported by the evolution to social media and online marketplaces, as the authorities step up to combat online fraud

Forever Living holds its marginal lead over Arcancil Paris, as the only two named brands in a fragmented category

Tighter controls on advertising supplements expected to also affect such products in direct selling

PROSPECTS AND OPPORTUNITIES

Developments in digital platforms will continue to support growth in direct selling, while the government cracks down on informal retail

Health and beauty products expected to remain a key area in direct selling – despite regulations around supplements

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Start-up Yassir raises USD150 million in Series B, while Jumia terminates 900 positions across 11 territories

Retail e-commerce remains open to potential fraud due to the high number of small, independent sellers

PROSPECTS AND OPPORTUNITIES

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