

# Retail in Algeria

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

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

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

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#### PROSPECTS AND OPPORTUNITIES

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