

# Retail E-Commerce in Algeria

March 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Retail e-commerce is the big winner, supported by ongoing developments in telecommunications infrastructure and government incentives

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

Competition will remain fierce over the forecast period

Trust in e-commerce and online payments will increase in line with usage

Store-based retailers expected to launch e-commerce stores in an omnichannel strategy

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