Chocolate Confectionery in Algeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Ongoing interest in indulgence partners with higher prices to drive current retail value sales
Health and wellness options remain underdeveloped in Algeria
Local players gain share in the economy and mid-priced segment

PROSPECTS AND OPPORTUNITIES
Chocolate confectionery to witness a sustained period of steady growth
The high birth rate leads to strong growth potential for chocolate with toys
Sociable lifestyles drive the rising trend for on-the-go chocolate confectionery

CATEGORY DATA
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Snacks in Algeria - Industry Overview

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Key trends in 2023

COMPETITIVE LANDSCAPE
Channel developments
What next for snacks?

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