

# Cigarettes in Algeria

July 2022

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## Cigarettes in Algeria - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Increased excise tax continues to impact demand for cigarettes

Growing shift of smokers to more affordable cigarettes

New brand launches help to sustain interest in cigarettes

#### PROSPECTS AND OPPORTUNITIES

Cigarettes is expected to continue recording healthy growth over the forecast period

High-tar cigarettes set to continue to dominate volume sales

Mid-priced brands are expected to remain the most appealing to Algerian smokers

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Advertising and sponsorship

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Advertising through retail point-of-sale

Sponsorship of sporting/music events

Distribution of tobacco-branded gifts (e.g. cigarette-branded lighters, pens, etc.)

Point-of-sale display bans

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Low ignition propensity (LIP) cigarette regulation

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