

# Mobile E-Commerce (Goods) in Algeria

March 2022

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## KEY DATA FINDINGS

### 2021 DEVELOPMENTS

Mobile e-commerce benefits from consumers who only have internet access via their smartphone  
Players utilise the growing penetration of smartphone users in Algeria  
Insufficient internet connections and low mobile penetration threatens growth for mobile e-commerce

### PROSPECTS AND OPPORTUNITIES

Mobile e-commerce benefits from the growing trust of online payments  
Digitalisation will play a huge roll in the success of mobile e-commerce  
Internet retailers will increasingly drive traffic through mobile phones

### CHANNEL DATA

Table 1 - Mobile E-Commerce (Goods): Value 2016-2021

Table 2 - Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 3 - Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 4 - Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

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