

# Cigarettes in Algeria

June 2023

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## Cigarettes in Algeria - Category analysis

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#### 2022 DEVELOPMENTS

Rising unit prices and economic hardship lead to slower volume sales growth in 2022

Downtrading to cheaper brands remains the key trend in cigarettes in Algeria

Global heavyweights maintain their places in 2022, but British American Tobacco loses ground

#### PROSPECTS AND OPPORTUNITIES

Mid-priced cigarettes set to gain further ground in the coming years

High-tar cigarettes will remain the most popular variant amongst local consumers

Tobacco will face growing competition from alternatives in the years ahead

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Plain packaging

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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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