

Retail in Algeria

March 2023

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Rising food prices and inflationary pressures affect the performance of grocery retail

Brand Uno benefits from the local Cevital production plant in a highly fragmented category

Modern grocery retailers continue to be held back by the rural nature of Algeria

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Government initiatives set to stabilise prices, demand and supply over the forecast period

Low levels of large-format penetration create opportunities for expansion

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- Trade ban with Spain, due to Moroccan autonomy plan for Western Sahara, creates challenges for imported brands
- Government bans audio-visual advertising of food/dietary supplements after a surge of uncontrolled products
- Strong competition in a fragmented category, with local outlets and global franchises

PROSPECTS AND OPPORTUNITIES

- Ongoing import challenges will inspire international players to partner with local production plants
- The creation of brand-new cities boosts the urbanisation trends
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- Forever Living holds its marginal lead over Arcancil Paris, as the only two named brands in a fragmented category
- Tighter controls on advertising supplements expected to also affect such products in direct selling

PROSPECTS AND OPPORTUNITIES

- Developments in digital platforms will continue to support growth in direct selling, while the government cracks down on informal retail
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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

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