

# Playmode in Retailing (Algeria)

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## Abstracts

The company is the official representative for several leisure and personal goods brands. Established in 2006, Playmode has helped to launch several big international brands, namely Nike, in Algeria. It has opened outlets in out-of-town shopping centres and standalone stores in upmarket areas of Algerian cities.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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