

Retail in Algeria

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Abstracts

All categories in retail in Algeria are seeing positive value growth, with retail e-commerce as the big winner. Inflationary pressures are contributing to this value growth, although as prices rise, consumers also become more cautious in their spending and, within this environment, informal retail and traditional outlets which can offer low prices are appealing to many consumers. Indeed, despite government efforts to more closely monitor informal retail, both in physical outlets and online, this

Euromonitor International's Retail in Algeria report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce, Retail Offline.

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

Why buy this report?

Get a detailed picture of the Retail market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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GROCERY RETAILERS IN ALGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

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

Low levels of large-format penetration create opportunities for expansion

Larger modern retailers focus on discounts, while smaller retailers prioritise accessibility

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KEY DATA FINDINGS

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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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KEY DATA FINDINGS

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Direct selling supported by the evolution to social media and online marketplaces, as the authorities step up to combat online fraud

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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Retail e-commerce is the big winner, supported by ongoing developments in telecommunications infrastructure and government incentives

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

Competition will remain fierce over the forecast period

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Store-based retailers expected to launch e-commerce stores in an omnichannel strategy

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