



Non-Grocery Retailers in Algeria

March 2023

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2022 DEVELOPMENTS

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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