

Direct Selling in Algeria

March 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

Health and beauty products expected to remain a key area in direct selling – despite regulations around supplements

Niche areas such as home and garden set to remain small, despite a small uptrend due to developments in e-commerce

CHANNEL DATA

Table 1 - Direct Selling by Product: Value 2017-2022

Table 2 - Direct Selling by Product: % Value Growth 2017-2022

Table 3 - Direct Selling GBO Company Shares: % Value 2018-2022

Table 4 - Direct Selling GBN Brand Shares: % Value 2019-2022

Table 5 - Direct Selling Forecasts by Product: Value 2022-2027

Table 6 - Direct Selling Forecasts by Product: % Value Growth 2022-2027

Retail in Algeria - Industry Overview

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 - Sales in Retail Offline by Channel: Value 2017-2022

Table 10 - Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 - Retail Offline Outlets by Channel: Units 2017-2022

Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 13 - Retail GBO Company Shares: % Value 2018-2022

Table 14 - Retail GBN Brand Shares: % Value 2019-2022

Table 15 - Retail Offline GBO Company Shares: % Value 2018-2022

Table 16 - Retail Offline GBN Brand Shares: % Value 2019-2022

Table 17 - Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 18 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 19 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 20 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 21 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 22 - Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 23 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 24 - Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 25 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

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SOURCES

Summary 1 - Research Sources

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