



Direct Selling in Algeria

March 2023

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Direct Selling in Algeria - Category analysis

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

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DISCLAIMER

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