

## **Direct Selling in Algeria**

Market Direction | 2023-03-28 | 18 pages | Euromonitor

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### **Report description:**

Direct selling has evolved in the recent review period, with sellers turning to social media and online marketplaces. This switch to e-commerce was stimulated by the era of COVID-19, when consumers and players alike were forced to embrace online options due to the pandemic restrictions. Since then, this channel has expanded further, which is also supported by the developments seen in telecommunications and internet connectivity in Algeria. Indeed, e-commerce and mobile e-commerce are areas to wa...

Euromonitor International's Direct Selling 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: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

Why buy this report?

- \* Get a detailed picture of the Direct Selling 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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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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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

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