



Herbal/Traditional Products in Algeria

December 2025

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2025 DEVELOPMENTS

Slight slowdown in retail current value sales growth

Saidal Algerie SpA remains dominant

Grocery retailers gradually growing in importance as a distribution channel

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Herbal/traditional dietary supplements will remain the most dynamic category

Wider availability of non-herbal/traditional economy brands may limit demand growth

Herbal/traditional offerings will become safer, more effective and more consistent

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