



# Breakfast Cereals in Algeria

January 2026

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## Breakfast Cereals in Algeria - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Positive growth, though value sales still low

#### INDUSTRY PERFORMANCE

Increasing interest and convenience remain the main drivers of demand

Muesli and granola benefit from their healthier image

#### WHAT'S NEXT?

Breakfast cereals to benefit from the increasing preference for convenient breakfast options and promotional campaigns

Expansion of healthier products targeting adult consumers

Innovation to meet the rising demand for sustainable products

#### COMPETITIVE LANDSCAPE

Nestlé consolidates its leadership in breakfast cereals

#### CHANNELS

Small local grocers retain their lead

Convenient e-commerce

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## Staple Foods in Algeria - Industry Overview

### EXECUTIVE SUMMARY

Growth supported by population growth and evolving lifestyle patterns

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Subdued growth as economic slowdown persists

State subsidies sustain demand

Sustainability increasingly important

#### WHAT'S NEXT?

Growth driven by fundamental demand

Challenge of declining disposable income levels

Foodservice expansion

## COMPETITIVE LANDSCAPE

Bellat - Conserverie des Viandes d'Algérie leads

Groupe Benamor benefits from enhanced brand visibility and consumer awareness

## CHANNELS

Strong tradition of purchasing fresh bread from local bakeries

Consumers appreciate the convenience of e-commerce

Large modern retailers offer good-quality staple products at affordable prices

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