



**Euromonitor
International**

Rice, Pasta and Noodles in Algeria

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2025 DEVELOPMENTS

Population growth and busy lifestyles drive growth in 2025

INDUSTRY PERFORMANCE

Rice and pasta remain key staples in the Algerian diet

Price remains a key factor in consumer purchasing decisions

WHAT'S NEXT?

Population growth and changing lifestyles set to spur growth

Health and wellness products to gain ground

Sustainability risk management efforts expected for pasta producers

COMPETITIVE LANDSCAPE

Deoleo SA's lead driven by its strong position in rice

Les Moulins Amor successfully regains share

CHANNELS

Small local grocers retain their lead despite facing a more challenging operating environment

Growing number of online platforms supports e-commerce sales

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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
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