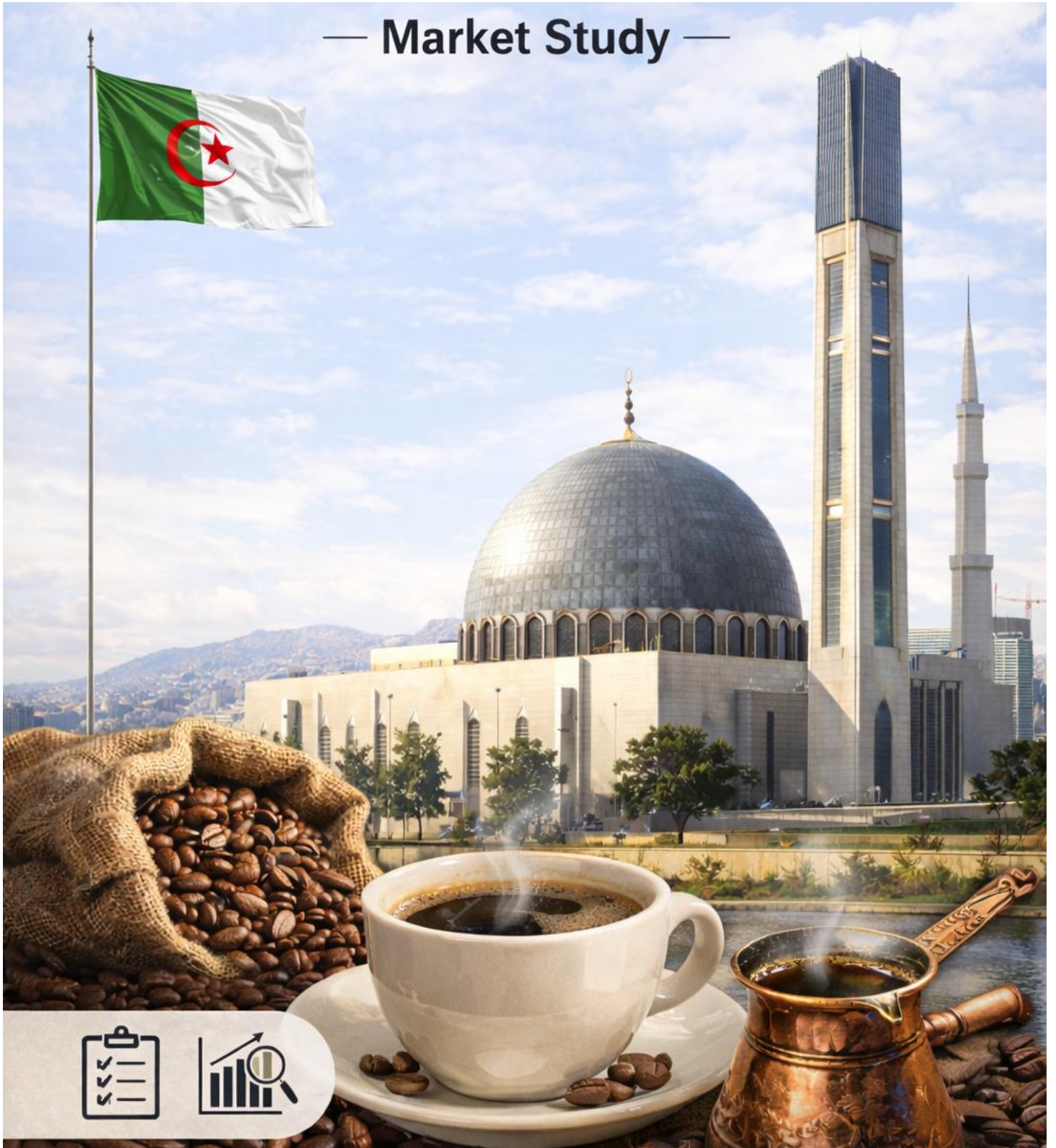


— Market Study —



Market Survey

Coffee market in

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1- Introduction: The Algerian Coffee Market – A Culture, A Passion, An Economy

Algeria's relationship with coffee is profound and multifaceted. For centuries, this beverage has transcended its basic function to become a cornerstone of national culture and social life. It is an indispensable ritual at family gatherings, a token of hospitality offered to guests, and the central axis around which conversations with friends revolve.

This deep-seated cultural passion is powerfully reflected in consumption data. Algeria stands as the undisputed leader in coffee consumption within the Arab world, with an average annual intake of **3.5 kg per capita**, placing it among the top ten consumers globally. In tangible terms, the market absorbs over **126,600 tonnes of coffee annually**—more than double the consumption of its nearest regional competitor. This demand translates into significant economic weight, with coffee imports exceeding **\$350 million in 2024**, underscoring the beverage's critical importance to the national economy.

Historically, Algeria's contribution to global coffee culture is marked by the invention of the *Mazagran* in 1840, the original iced coffee, cementing its legacy in the world of coffee.

However, this vibrant and massive market is at a pivotal juncture. A combination of high demand, import dependency, and global economic pressures has triggered a **sharp and notable increase in retail prices**, particularly in urban centers and establishments ranging from local cafeterias to upscale venues. Recent public debates, such as the controversy over pricing at major hubs like Houari Boumediene Airport, highlight growing consumer sensitivity and a market in flux.

It is within this context—of unparalleled cultural importance, substantial market volume, and dynamic pricing shifts—that this market survey is positioned. This study aims to map the Algerian coffee landscape by examining consumer habits, preferences, and price sensitivity. Furthermore, it will analyse the prevailing import regulations and supply chain dynamics to identify strategic opportunities. A key focus will be to assess the potential for India, to enter this high-volume market, considering factors like quality match, competitive pricing, and trade relations. The insights gained will provide a roadmap for understanding current challenges and future avenues for growth and partnership in Algeria's coffee sector.

2- Coffee Consumption Habits in Algeria

Coffee in Algeria is far more than a beverage; it is a cornerstone of social life, hospitality, and daily ritual. Consumption habits are deeply traditional but are beginning to show signs of evolution, particularly in urban centers.

2-1 Dominant Habit: Home Brewing & Family Consumption

This is the most widespread and culturally significant mode of consumption.

Primary Method: Turkish-style (or "Arabic") Coffee.

- Prepared in a cezve (a small long-handled pot, called kanaka or rakwa locally).
- Significance: It is the universal symbol of hospitality. Offering coffee to a guest is non-negotiable. It is also the standard morning and after-meal drink in households.

Typical Daily Pattern:

- Morning: Strong, essential start to the day, often consumed with sweets.
- Afternoon (3-5 PM): The main social coffee time, often accompanied by pastries, cakes, or biscuits. This is when families gather or when women might visit each other.
- After Dinner: A lighter, often unsweetened cup to aid digestion.

Grocery Purchase:

Most coffee for home consumption is purchased as pre-ground dark roast from supermarkets or local grocers. Popular brands, and various local roasters. Whole bean purchases are increasing but remain a minority.

2-2 The Café Culture: A Male-Dominated Social Sphere

Algerian cafés (qahwa) serve a function distinct from Western-style coffee shops.

Ambiance & Clientele:

Traditionally, they are almost exclusively frequented by men. They function as social clubs, business meeting points, and places to watch football, play cards, or dominoes.

Offerings:

The menu is simple and focused:

- Noir (black coffee, i.e., Turkish-style).
- Café crème (instant coffee powder topped with whipped cream or milk foam from an espresso machine).
- Café au lait (similar to café crème but with more milk).
- Espresso-based drinks (in more modern establishments).

Evolution:

In major cities like Algiers and Oran, a new wave of modern cafés and "coffee shops" is emerging. These venues attract a mixed-gender, younger crowd, offer Wi-Fi, and have more extensive menus including lattes, cappuccinos, iced coffee, and sometimes pastries.

2-3 Ready-to-Drink (RTD) and Instant Coffee: Niche but Growing

This segment is small but has specific niches.

- Instant Coffee: Has a practical, though not prestigious, role. Used for quick convenience at home, in offices, and is the base for the popular Café crème served in many traditional cafés. Nescafé is a dominant brand.
- Ready-to-Drink Canned/Bottled Coffee: A very small market, mostly limited to supermarket coolers. It is consumed by younger, on-the-go urbanites but is not yet a cultural staple. International brands like Nescafé canned coffee may be available.

2-4 The Iconic Algerian Specialty: Mazagran

- This cold coffee drink is a unique part of Algeria's coffee culture, especially in the warmer coastal regions.
- What it is: A cold, sweetened coffee beverage, typically flavoured with lemon (or sometimes almond syrup).
- Consumption Context: It's a popular refreshment during the hot summer months, sold in street-side stalls, beaches, and some cafés. It is less of a daily habit and more of a seasonal, refreshing treat.

2-5 Key Drivers and Future Outlook

Cultural Inertia:

Tradition remains the strongest force. Home-brewed Turkish-style coffee is deeply embedded and will remain dominant.

Youth and Globalization:

Exposure via travel, social media (Instagram, TikTok), and the diaspora is driving interest in new formats (iced lattes, flat whites, cold brew).

Economic Factors:

Specialty coffee and home espresso are luxury pursuits. The mass market is highly price-sensitive.

Social Change:

The emergence of mixed-gender, modern cafés reflect changing social dynamics, especially among urban youth.

2-6 Conclusion

Algerian coffee consumption is a tale of two parallel tracks:

A. The Traditional Track:

Dominant. Characterized by home-brewed Turkish-style dark roast, deeply ritualistic, social, and gender-segregated in public spaces.

B. The Modernizing Track:

Growing. Characterized by café culture evolution, globalized specialty coffee trends, alternative brewing methods, and a more experimental, experience-seeking consumer base.

The market will continue to be led by traditional habits for the foreseeable future, but the growth segment—fueled by young, urban Algerians—is diversifying the country's coffee landscape in unprecedented ways. Successful businesses must respect the entrenched culture while innovating to capture the emerging one.

3- Import statistics of coffee in Algeria

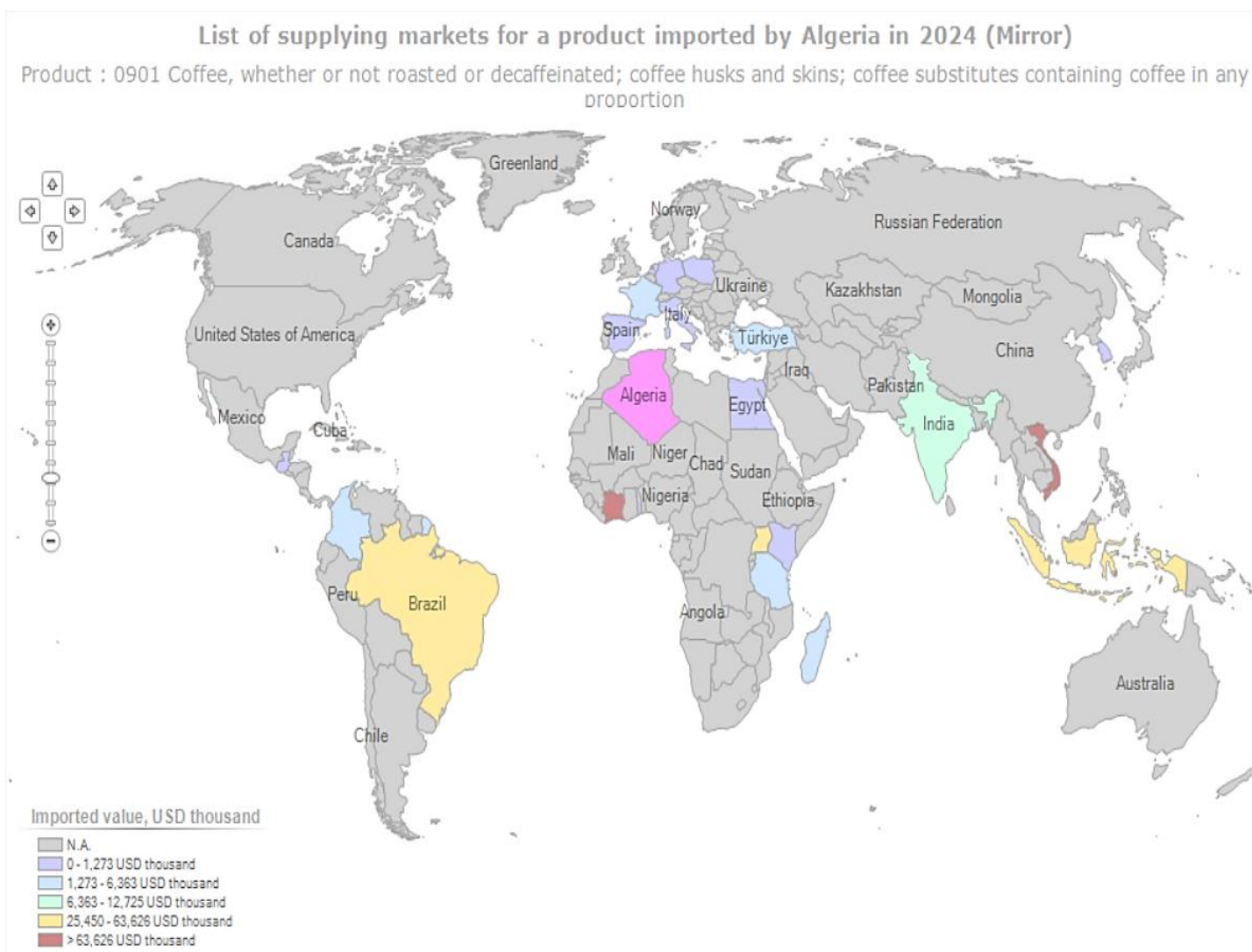
3-1 Introduction

Algeria is a heavyweight coffee importer, with its annual volume consistently ranking among the highest in Africa. To meet the strong domestic demand of its large population, the country imports a massive **114,000 to 120,000 metric tons** of green coffee beans each year. This substantial volume reflects coffee's status as a non-negotiable staple in Algerian daily life.

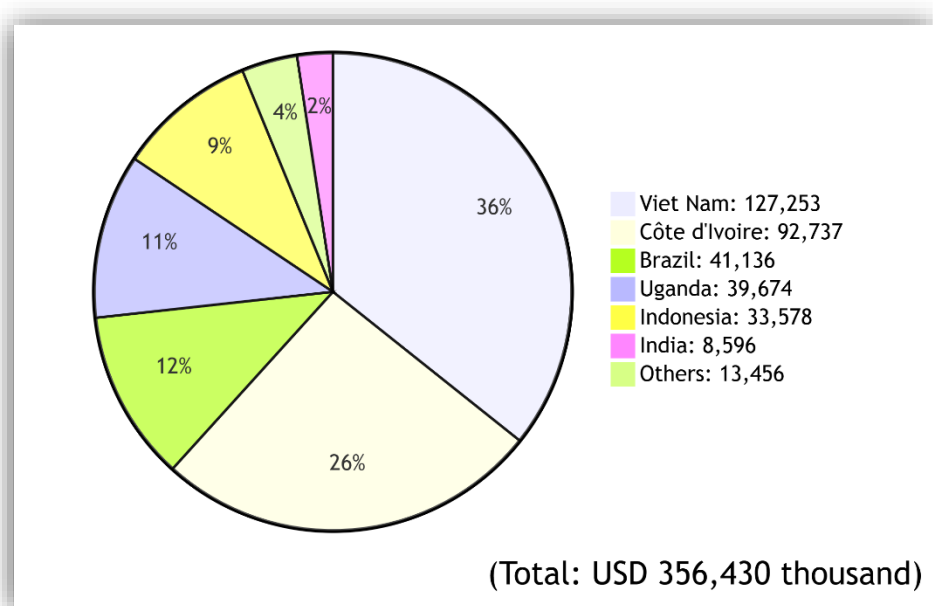
Algeria ranked 17th globally, importing 117,000 tons between June 2023 and June 2024, making it the largest Arab consumer of coffee and the second largest in Africa after Ethiopia.

This volume is sourced from a focused group of key exporters, led overwhelmingly by **Vietnam**, which alone supplies the majority of Algeria's beans, primarily robusta. **Brazil** remains a major traditional partner for arabica beans, while **Indonesia** has solidified its role as a critical second-tier supplier of robusta. **Uganda** and **Ivory Coast** are also notable African exporters to the Algerian market, contributing to the country's large annual import intake.

3-2 Main exporters of coffee to Algeria in 2024: Chart (Top 6 + Others)



N°	Supplier	Value (USD thousand)	Share of Total
1	Viet Nam	127,253	35.7%
2	Côte d'Ivoire	92,737	26.0%
3	Brazil	41,136	11.5%
4	Uganda	39,674	11.1%
5	Indonesia	33,578	9.4%
6	India	8,596	2.4%
Top 6 Subtotal		342,974	96.2%
OthersAll remaining countries		13,456	3.8%
Total		356,430	100.0%

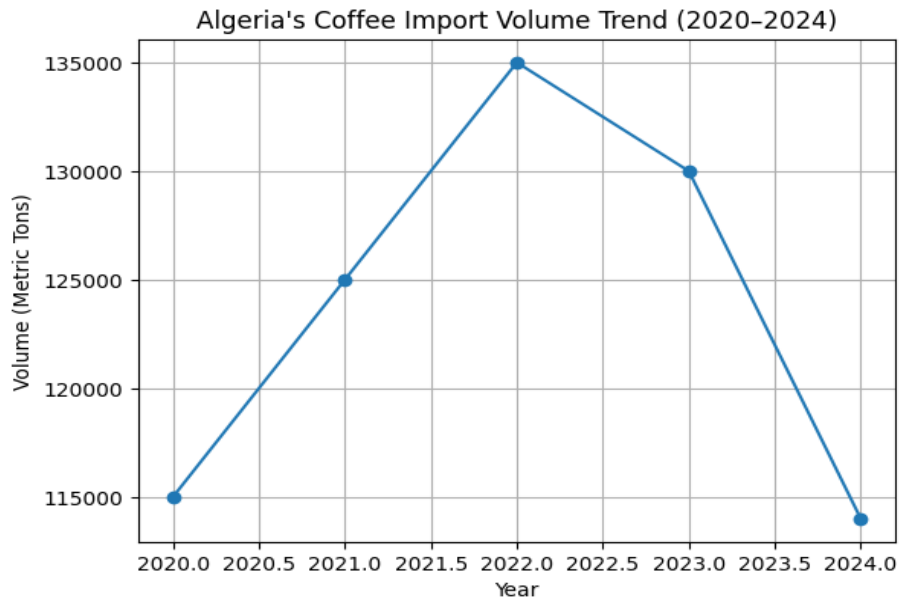


Key Insights:

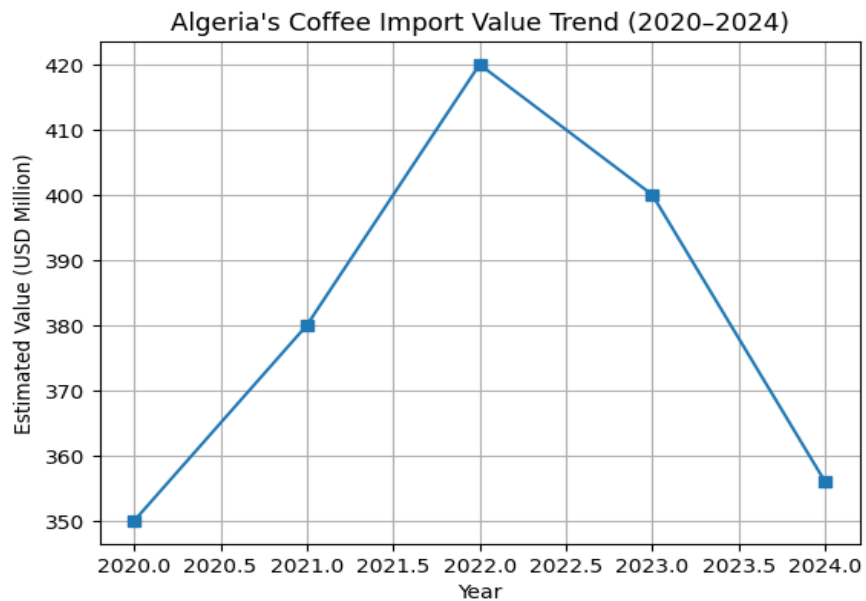
- **Dominant Supplier:** Vietnam alone supplied over one-third (35.7%) of Algeria's coffee imports by value.
- **Regional Focus:** The top three suppliers (Viet Nam, Côte d'Ivoire, Brazil) account for 73.2% of all imports.
- **African Sources:** Côte d'Ivoire and Uganda are major African suppliers, together contributing 37.1%.
- **Market Concentration:** The top 6 countries make up an overwhelming 96.2% of the market, with all other nations combined constituting less than 4%.

3-3 Algeria's Coffee Import Trend (2020–2024)

- **Volume**



- **Value**



Combined Insight: Volume vs. Value

Year	Volume	Change	Value Change	Insight
2021	+8.7%	+8.6%		Growth phase – volume and value in sync
2022	+8.0%	+10.5%		Value grew faster – global prices rising
2023	-3.7%	-4.8%		Start of contraction, likely due to high costs
2024	-12.3%	-11.0%		Strong pullback – policy or economic adjustment

Summary

- **Strategic Shift** – Post-2022 decline suggests **active import management**, possibly due to:
 - I. Foreign currency conservation measures
 - II. High global coffee prices forcing volume cuts
 - III. Domestic stockpile utilization

- **Market Sensitivity** – Algeria’s imports are **price elastic**; volumes drop when costs rise.
 - I. **2024 Reality** – Lowest volume in 5 years, yet still a ~\$356M market, showing coffee’s **non-negotiable cultural importance**.
 - II. **Future Outlook** – If global prices remain high, Algeria may continue **prioritizing cost control over volume**, possibly shifting blends toward more affordable robusta sources (Vietnam, Uganda).

3-4 Conclusion

Algeria's coffee import profile from 2020 to 2024 reveals a market defined by its cultural indispensability yet growing economic sensitivity. Following a post-pandemic recovery peak in 2022 (135,000 MT, \$420M), the subsequent sharp decline to 114,000 MT and \$356M in 2024 signals a clear strategic contraction. This pullback is not a reflection of diminishing demand, but rather a pragmatic response to global price pressures and domestic fiscal constraints, likely driven by government measures to conserve foreign currency.

The close correlation between volume and value trends underscores a price-elastic market, where import volumes are actively managed against cost. Despite this recent downturn, the sustained expenditure—averaging nearly \$400 million annually—confirms coffee’s irreplaceable role in Algerian society. Moving forward, Algeria’s import strategy is expected to remain cautious and cost-driven, with a continued heavy reliance on key robusta suppliers like Vietnam and Uganda to balance cultural necessity with economic reality. The core lesson is clear: even in a period of tightening, Algeria’s coffee market demonstrates remarkable resilience, adapting its scale without compromising its foundational place in the national fabric.

4- Specialty coffee trends & Voluntary sustainability Standards Certified Coffee preference ready to pay premiums for these coffees.

The Algerian coffee scene, long dominated by traditional dark-roasted *café noir* and instant coffee, is experiencing a quiet but noticeable transformation

4- 1 Trends in Specialty Coffee in Algeria

Key trends include:

- a. **The Rise of Third-Wave Cafés:** Primarily in major cities like Algiers, Oran, Constantine, and Annaba, a small but dedicated number of specialty coffee shops (or "third-wave" cafés) are opening. These focus on single-origin beans, light to medium roasts, and precise brewing methods (V60, Chemex, AeroPress). They serve as educational hubs.
- b. **Growing Consumer Sophistication:** A segment of younger, urban, well-travelled, and digitally-connected Algerians is developing a palate for coffee beyond the traditional. They seek knowledge about origin (Ethiopia, Colombia, Brazil), processing methods (washed, natural, honey), and flavour notes. Social media (Instagram, Facebook) is crucial in spreading this culture.
- c. **Local Roasting & Micro-Roasters:** A pivotal trend is the emergence of local roasters. Instead of relying solely on imported pre-roasted beans, entrepreneurs are importing green coffee beans and roasting them locally in small batches. This allows for fresher coffee and control over the roast profile, which is fundamental to specialty coffee.
- d. **Diversification of Offerings:** Beyond filter coffee, there's growing interest in espresso-based drinks (cappuccinos, lattes) made with higher-quality beans. This bridges the gap between traditional Italian-style espresso and the newer third-wave approach.
- e. **Challenges Persist:** The trends face hurdles: high import costs and complex regulations for green coffee, a lack of professional barista training, and the dominant culture of low-priced, heavily roasted coffee consumed in traditional cafés and homes.

4-2 Willingness of Algerian Coffee Consumers to Pay a Price Premium for Certified Sustainable Coffee

Algerian consumers are generally **price-sensitive**, prioritizing cost, availability, and taste over non-price attributes such as sustainability or certification. Consumer awareness of sustainability certifications in Algeria remains **relatively low** compared to European or North American markets. Most consumers are more familiar with brand reputation and price than with certification labels. However, emerging evidence from broader food and consumer goods studies in Algeria suggests that **environmental concern, trust, and product quality perception** can positively influence attitudes toward certified products when consumers understand their meaning and benefits.

4-3 Willingness to Pay Higher Prices for Certified Coffee

Overall, the general Algerian consumer population shows limited willingness to pay higher prices for certified coffee, mainly due to income constraints and strong price sensitivity. Nevertheless, a small but growing segment—including urban consumers, younger professionals, and higher-income households—demonstrates openness to paying a modest price premium when certification is associated with:

- Better perceived quality
- Health or safety benefits (e.g., organic production)
- Ethical and environmental values

This willingness is typically conditional on clear information and trust in the certification scheme. Large price premiums comparable to those observed in developed markets are unlikely under current market conditions.

4-4 Barriers to Paying a Premium Price

Several factors limit the widespread acceptance of premium-priced certified coffee in Algeria:

- High price sensitivity and regulated coffee prices
- Limited consumer knowledge of sustainability labels
- Low visibility of certified coffee products in the retail market
- Weak marketing and communication around certification benefits

4-5 Conclusion

From a consultancy and market strategy perspective, Algeria currently offers limited but emerging potential for certified sustainable coffee. While the majority of consumers are not willing to pay significant price premiums, a small, growing niche market exists that may accept moderate premiums when certification is clearly associated with quality, health, and trust. Certified coffee should therefore be positioned as a selective premium offering, supported by education and targeted marketing, rather than as a mass-market product in the short to medium term.

5- Demographic and lifestyle factors driving demand of coffee in Algeria

Coffee is a staple beverage in Algerian daily life and one of the most consumed products in the non-alcoholic drinks market. Driven by both cultural habits and modern lifestyles, coffee plays a central role in social interactions, home routines, and out-of-home consumption. The Algerian coffee market is supported by substantial imports, evolving consumption patterns, and ongoing regulatory and price dynamics. This section examines the key demographic and lifestyle factors that shape demand in Algeria.

5-2 Demographic and Lifestyle Factors Driving Demand

The demand for coffee in Algeria is propelled by a powerful combination of demographic shifts and evolving social habits. The table below outlines the key drivers.

Factor Category	Key Drivers & Evidence	Resulting Market Trends
Demographic & Economic	<ul style="list-style-type: none"> • Young and growing population • Expanding middle class with rising disposable income • High per capita consumption within the region 	Creates a large, financially capable consumer base willing to spend on premium products.
Social & Lifestyle	<ul style="list-style-type: none"> • Deep cultural significance of coffee as a symbol of hospitality • Rise of coffee shops/cafés as key social and business venues • Urbanization making café culture part of daily social activities (a trend across Middle East & Africa MEA region) 	<ul style="list-style-type: none"> • Shift from drinking at home to "out-of-home" consumption. • Coffee evolves from a simple beverage to a social and experiential product.
Evolving Consumer Preferences	<ul style="list-style-type: none"> • Shift from instant to specialty/gourmet coffee • Growing consumer knowledge and interest in unique flavors, origins, and brewing methods • Demand for convenience (a regional trend) 	<ul style="list-style-type: none"> • Growth in demand for high-quality, premium beans. • Consumers invest in home brewing equipment. • Popularity of online coffee sales for access and variety.

5-3 Consumption Patterns by Demographic Group

Group	Consumption Behavior
Young Adults (18–35)	Frequent café visits, interest in espresso & modern coffee formats
Adults (36–55)	Regular home coffee consumption, balance traditional and modern habits
Older Adults (55+)	Traditional coffee styles at home, lower out-of-home café frequency
Urban Residents	Greater diversity in formats, café culture participation
Rural Residents	More traditional, home-based formats, lower exposure to premium trends

5-4 Conclusion

The coffee-drinking lifestyle in Algeria is shaped by youthful demographics, strong urban presence, and entrenched cultural habits. While traditional instant and ground coffee remain dominant, there is a growing interest in modern and premium coffee experiences among young, urban, and higher-income consumers. Coffee consumption is both functional and social, with cafés serving as significant lifestyle venues. Understanding these demographic and lifestyle patterns is crucial for market positioning, product development, and targeted marketing in the Algerian coffee market.

6- Labelling, packaging, and traceability requirements-demand for traceable and deforest. free coffees, preferences for farm to cup narratives/stories.

Importing green coffee into Algeria requires navigating a precise regulatory framework designed to protect national biosecurity, consumer interests, and product integrity. Success hinges on understanding the interconnectedness of phytosanitary, logistical, Labelling, packaging, and administrative protocols.

6-2 Regulatory Landscape: Labelling and Packaging Requirements

The general framework of Algerian regulations relating to the labelling and packaging of coffee is inspired by current international trade practices and the requirements of exporting countries.

C. Core Labelling Obligations:

Companies placing goods on the Algerian market must comply with the country's general labelling and marking requirements. This typically includes fundamental information such as the product name, net weight, country of origin, importer details, and possibly roast date for freshness. Given that most coffee is imported as green beans and roasted locally, accurate origin labelling is a fundamental requirement.

D. Packaging and Environmental Considerations:

packaging laws in Algeria aim to prevent environmental damage, promote reusable or recyclable materials, and require producers to participate in waste management systems. For coffee, this translates to a growing scrutiny of packaging materials' sustainability. Furthermore, the EU's Eco-label scheme for low-environmental-impact products, while voluntary, sets a benchmark that premium brands targeting internationally conscious consumers may aspire to meet.

e- Labelling and Documentation: Traceability and Consumer Information

Upon arrival and for market circulation, labelling rules enforce transparency and traceability, aligning with broader consumer protection laws. **(sample in Annex-1)**

Language and Content:

All labelling must be in Arabic, the official language. This ensures clear information for all local stakeholders, from inspectors to end-processors.

Mandatory Details: The label must specify:

- The exact product name: "Green Coffee".
- The country of origin (e.g., "India").
- The batch or lot number, enabling precise traceability back to the specific shipment and processing run in the country of origin.

This system allows Algerian authorities to quickly identify and isolate problematic consignments if a post-import inspection reveals an issue, fulfilling a key food safety objective.

6-3 The Rising Imperative: Traceability and Deforestation-Free Verification

The most significant driver changing coffee supply chains is the global push for traceability and sustainable sourcing, most notably due to the European Union Deforestation Regulation (EUDR). Although Algeria is not an EU member, this regulation profoundly impacts its market because major coffee exporters to Algeria (like Vietnam) also export heavily to the EU and must comply with EUDR to maintain that crucial market.

a. EUDR Compliance as a New Benchmark:

Effective December 2026, the EUDR mandates that companies selling coffee in the EU must provide due diligence statements proving their products are deforestation-free (post-December 2020) and legally produced. This requires plot-level traceability, often using geolocation coordinates, and a documented chain of custody.

b. Certification Schemes as Compliance Tools:

Organizations like the Rainforest Alliance have adapted their certification programs to help supply chains demonstrate EUDR alignment. Their systems provide tools for deforestation risk assessments using satellite mapping and farm-level data collection, which can serve as evidence for compliance. Other schemes like Fair Trade and organic certifications are also expanding their focus on deforestation-free verification.

6-4 Logistic and Transport Protocols: Preserving Commodity Integrity

The physical journey of coffee to Algeria is governed by strict specifications aimed at preserving quality and preventing contamination, particularly from moisture, which can lead to mould and mycotoxin formation.

a. Packaging: Two primary methods are authorized:

- **Traditional Jute Bags:** The classic packaging in 60-70 kg bags. While breathable, they offer limited protection against atmospheric humidity and physical contamination. Their use requires impeccable container conditions.
- **Bulk Flexi-Bags:** An increasingly common solution for bulk shipments. A large, multi-layered polyethylene flexi-bag is placed inside a standard 20-foot shipping container. This method offers superior protection against moisture and odour contamination.

b. Container Ventilation: This is a critical and specified requirement. Algerian regulations explicitly recommend **10-20 air changes per hour** within the shipping container. This constant, controlled airflow is essential to prevent condensation ("container rain"), which occurs due to temperature fluctuations during sea transit. Without this ventilation, moisture migrates to the cargo, risking irreversible damage through mould growth and degradation of quality. Use of insulated or ventilated containers, coupled with moisture-absorbent desiccants, is considered a best practice to meet this stringent standard.

6-5 Technical Specifications for Indian Coffee:

India primarily exports Robusta coffee (approximately 3/4 of its production), known for its low acidity and full body, as well as Arabica. **(Annex-2)**

- **Moisture:** Must be between 9% and 13%.
- **Granulation:** The beans must be retained by a #12 sieve (4.76 mm), with a 6% tolerance for the #10 sieve.
- **Quality and Defects:** Coffee is graded according to a defect scale (black beans, broken beans). The "Standard" grade tolerates between 9 and 23 defects per 300g.
- **Decaffeination:** If the coffee is presented as "decaffeinated," the caffeine content must not exceed 0.09% of the dry weight.

6-6 Import Conditions in Algeria (2026):

The regulatory framework has been strengthened to stabilize prices on the domestic market:

Import Forecast Program (PPI): Since the end of 2025, importers must submit a PPI approved by the Ministry of Foreign Trade for all bank domiciliation and customs clearance.

6-7 Phytosanitary Processing: The First Line of Defence (Annex-7)

The cornerstone of Algeria's import policy is the prevention of exotic pests and diseases. For green coffee, this translates into two non-negotiable documentary prerequisites:

a. Phytosanitary Certificate (Annex-7):

Issued by the official plant protection organization of the exporting country (e.g., India's Directorate of Plant Protection, Quarantine & Storage), this document is an international passport for the consignment. It certifies that the coffee has been inspected and is free from regulated quarantine pests, conforms to the phytosanitary import requirements of Algeria, and is considered free from other harmful organisms. It details the origin, treatment applied, and places of inspection.

b. Fumigation Certificate (Annex-7):

Often linked to the phytosanitary certificate, this specific document provides evidence of a mandatory disinfestation treatment. Green coffee, typically stored in jute, is vulnerable to infestation by insects like *Araecerus fasciculatus* (coffee bean weevil). The fumigation process, usually using approved agents like methyl bromide or phosphine under controlled conditions, ensures any live pests are eradicated before shipment. Algerian customs and the Ministry of Agriculture rigorously cross-check these certificates; their absence or irregularity leads to rejection or mandatory re-treatment at the importer's cost and risk. **(Annex-1)**

6-8 Quality Standards and Technical Specifications for Coffee Marketed in Algeria

A decree was published in the Official Journal of the People's Democratic Republic of Algeria on January 26, 1992, establishing the binding legal framework for coffee sold within the national territory. It sets the official definitions, technical specifications, and quality standards that all coffee—whether green, roasted, or ground—must meet to be legally placed in the market for consumption as a beverage. **(Annex-6)**

a. Key Points:

- **Scope:** The decree applies specifically to pure coffee (green, roasted, or ground) meant for making drinks. It explicitly **does not** cover coffee substitutes or food products that only use coffee as an ingredient.
 - **Definitions:** It provides clear legal definitions for different forms of coffee:
 - **Green Coffee:** Raw, processed beans from the *Coffea* plant.
 - **Roasted Coffee:** Green coffee that has been roasted without reducing its natural components.
 - **Ground Coffee:** The product of grinding roasted coffee.
 - **Quality Standards:** This is the core of the decree. It sets strict rules for green coffee being sold in the market, including:
 - **Purity:** It must be free from rot, mould, foreign smells, and limit foreign matter to a maximum of **0.5%**.
 - **Defects:** It establishes a system to count defects (like black, sour, or insect-damaged beans). The total defects per 300g sample must not exceed **120** (with a temporary allowance for up to **180**).
 - **Moisture Content:** It must be less than **12.5%** .
 - **Bean Size:** It must be retained by a sieve of a specific diameter, ensuring a minimum size.
 - **Traceability:** It requires that green coffee be defined by its species, origin, harvest year, and grade.
- b. This decree serves as a foundational regulatory text for the coffee industry in Algeria. By setting precise definitions and strict quality specifications—ranging from allowable defects and moisture content to bean size and purity—the government aimed to standardize the market, protect consumers from low-quality or adulterated products, and ensure that only coffee meeting a minimum standard could be legally sold. It creates a clear framework for all parties involved in the supply chain, from importers to roasters, establishing a common language and benchmark for quality.

7- Pricing structure and margins of coffee in Algeria

Algeria implemented a subsidy program in August 2024 to cap the prices of imported coffee (Robusta and Arabica) following a sharp global increase as part of its comprehensive price control system. Details of these rules are outlined in Executive Decree No. 24-279, which aims to stabilize domestic prices in the face of global market fluctuations. (Annex-3)

The implementation of subsidized coffee into the distribution network is carried out by the Ministry of Commerce. This program aims to stabilize the domestic market, which had seen significant price increases, sometimes doubling in cafes.

7-1 Official Margin Rules for Importers

The regulation distinguishes between two types of import activities, each with its own capped margin, calculated based on the declared cost at customs:

- **Import for Resale (3%):** Applies to operators who import green coffee beans and resell them in their raw, unprocessed state. The maximum profit is **3% of the customs value**.
- **Import for Processing (4%):** Applies to operators who import green coffee beans for the purpose of roasting, grinding, or other processing. The maximum profit is **4% of the cost price**

7-2 How the Full Pricing Structure Works?

These import margins are the first link in a controlled chain. The table below shows how the regulated prices and margins work together from import to the final consumer price we discussed earlier:

Supply Chain Stage	Regulated Activity	Capped Profit Margin	Key Price Reference (Example: Arabica)
Import	Reselling green beans as-is	3%	Based on customs value
Import / Processing	Processing green beans (roasting / grinding)	4%	Based on cost price
Wholesale Distribution	Selling to retailers	4%	935.20 DA/kg (Max wholesale price) ~ 7.21 \$
Retail Distribution	Final sale to consumers	8%	1,250.00 DA/kg (Final consumer price cap) ~ 9.63 \$

The official exchange rate as of 03/02/2026: 1 usd = 129.73 DZD / 1 Euro= 153.26 DZD

7-3 Government Compensation

With such low, fixed margins, a key question is how importers can operate if global prices rise. The system is supported by a state subsidy mechanism.

Price Guarantee: If an importer's actual cost for green coffee exceeds a government-published international reference price, they can apply for compensation.

Subsidy Process: A state committee reviews the application, and if approved, the government covers the difference between the actual cost and the maximum allowable selling price (after

deducting the permitted 3% or 4% margin). This ensures the final consumer price cap can be maintained.

7-2 Customs tariffs

As part of the 2025 Finance Law, the Algerian government reduced import duties on coffee from 30% to just 5% until the end of 2026, while also eliminating the 19% value-added tax (VAT) and the 10% domestic consumption tax. These tax reductions aim to lower coffee prices and support local consumers.

The following table details the tax regime, which is the same for both Robusta and Arabica coffee, whether imported as green beans or in roasted/ground form

Coffee Type	Form	Customs Duty	Value-Added Tax (VAT)	Domestic Consumption Tax (DCT)	Total Fiscal Burden (Approx.)	Policy Duration
Robusta	Green beans, roasted, or ground	5%	0% (Exempt)	0% (Exempt)	5%	Until Dec. 31, 2026
Arabica	Green beans, roasted, or ground	5% (by policy inference)	0% (Exempt)	0% (Exempt) (by policy inference)	5%	Until Dec. 31, 2026

7-3 Explanation of Tax Components

- **Customs Duty:** Reduced from **30 % to 5 %** under the 2025 Finance Law, covering most coffee HS codes (green, roasted, decaf, ground). This measure is temporary through year-end 2025/26 to help lower retail prices.
- **VAT (Value-Added Tax): Exempted** for coffee imports through the same tax policy reform, previously levied at 19 %.
- **Domestic Consumption Tax (TIC): Exempted** entirely under the new regime (formerly 10 %).

7-4 Customs tariffs by HS-Code

0901111000

Row 01: Coffee, even roasted or decaf, coffee hulls and skins, coffee substitutes containing coffee, regardless of the proportions of the mixture.

Under tariff heading: **0901111000** Key D

Product Designation:
 - Unroasted coffee:
 -- Non-decaffeinated?:
 --- Robusta coffee?

Usage group:Food
 Unit:KG

Ad Valorem Taxes		
Tax	Rate (%)	Observation
DD	5.00	* DD = 5% until 31/12/2025 (ART. 214 LF 2025)
PRCT	2.00	
TCS	3.00	
TIC	0.00	* TIC = 0% until 31/12/2025 (ART. 214 LF 2025)
VAT	0.00	* VAT = 0% until 31/12/2025 (ART. 214 LF 2025)

0901112000

Row 01: Coffee, even roasted or decaf, coffee hulls and skins, coffee substitutes containing coffee, regardless of the proportions of the mixture.

Under tariff heading: **0901112000** Key R

Product Designation:
 - Unroasted coffee:
 -- Non-decaffeinated?:
 --- Arabica coffee

Usage group:Food
 Unit:KG

Ad Valorem Taxes		
Tax	Rate (%)	Observation
DD	5.00	* DD = 5% until 31/12/2025 (ART. 214 LF 2025)
PRCT	2.00	
TCS	3.00	
TIC	0.00	* TIC = 0% until 31/12/2025 (ART. 214 LF 2025)
VAT	0.00	* VAT = 0% until 31/12/2025 (ART. 214 LF 2025)

0901211100

Row 01: Coffee, even roasted or decaf, coffee hulls and skins, coffee substitutes containing coffee, regardless of the proportions of the mixture.

Under tariff heading: **0901211100** Key H

Product Designation:
 - Roasted coffee:
 -- Non-decaffeinated:
 --- In beans:
 ---- In packaging weighing not more than 1 Kg

Usage group:Food
 Unit:KG

Ad Valorem Taxes		
Tax	Rate (%)	Observation
DD	30.00	
PRCT	2.00	
TCS	3.00	
TIC	10.00	
VAT	19.00	

0901119000

Row 01: Coffee, even roasted or decaf, coffee hulls and skins, coffee substitutes containing coffee, regardless of the proportions of the mixture.

Under tariff heading: **0901119000** Z key

Product Designation:

- Unroasted coffee:
- Non-decaffeinated?:
- Other

Usage group:Food

Unit:KG

Ad Valorem Taxes		
Tax	Rate (%)	Observation
DD	30.00	
PRCT	2.00	
TCS	3.00	
TIC	10.00	
VAT	19.00	

0901222100

Row 01: Coffee, even roasted or decaf, coffee hulls and skins, coffee substitutes containing coffee, regardless of the proportions of the mixture.

Under tariff heading: **0901222100** Key P

Product Designation:

- Roasted coffee:
- Decaffeine:
- Ground:
- In packaging weighing not more than 1 Kg

Usage group:Food

Unit:KG

Ad Valorem Taxes		
Tax	Rate (%)	Observation
DD	30.00	
PRCT	2.00	
TCS	3.00	
TIC	10.00	
VAT	19.00	

7-5 Conclusion

The new Algerian coffee tariff regime significantly lowers import costs, presenting real opportunities for Indian coffee exporters to increase exports, compete on price, and expand presence in the Algerian market. However, India's execution will depend on effective international marketing, competitive pricing, quality differentiation, and quick action while the reduced tariff window remains in effect.

8- Importers, distributors, and leading brands, Distribution channels and value chains

Algeria’s coffee market is characterized by a strong presence of local roasters, brands, and some key traders that play a central role in importing, roasting, blending, and distributing coffee nationwide. As Algeria does not produce coffee domestically, local actors operate mainly as green coffee importers and processors, sourcing beans from major producing countries (such as Vietnam, Brazil, Ugan, Côte d’Ivoire, and Ethiopia) and adapting blends to local taste preferences.

Over decades, Algerian coffee brands and traders have built strong brand recognition, extensive distribution networks, and close relationships with wholesalers and retailers. Today, leading Algerian coffee brands and traders act as **key intermediaries between international suppliers and domestic consumers**, shaping pricing, quality standards, and market trends. As consumption patterns gradually evolve—driven by urbanization, younger consumers, and exposure to specialty coffee—these local players remain essential gatekeepers to market access for Indian coffee exporters.

8-1 Key Coffee Importers & Traders

These companies are involved in the **importation and wholesale distribution** of coffee and related products (**Annex-4 & Annex-5**):

a. AFRICAFAE,Sarl

Brand: Africafé

Activity: Coffee roasting and import of green coffee

Positioning: Emphasis on African coffee identity, traditional blends

Tél : [+213 43 40 46 46](tel:+21343404646)

Tél : [+213 770 90 81 69](tel:+213770908169)

Fax : [+213 43 404690](tel:+21343404690)

Email : contact@africafe-dz.com

Web : <http://www.africafe-dz.com>

b. ALGO FOOD,Sarl

Brand: Aroma Café

Activity: Coffee roasting and packaging

Positioning: Mid-range market, supermarket distribution

Tél : [+213 561 75 65 02](tel:+213561756502) / [+213 550 58 45 80](tel:+213550584580) / [+213 550 67 97 26](tel:+213550679726)

Fax : [+213 23 702320](tel:+21323702320)

Email : novamilk@yahoo.fr / contact@cafearoma-dz.com / sarlalgofood@yahoo.com

Web : <http://www.cafearoma-dz.com>

c. Groupe LABELLE,Spa

Brand: Bonal

Activity: Coffee roasting, packaging, and distribution

Positioning: Mass-market ground coffee, strong national presence

Tél : [+213 23 75 52 44](tel:+21323755244) / [+213 23 75 52 46](tel:+21323755246) / [+213 557 43 68 53](tel:+213557436853) / [+213 550 59 31 75](tel:+213550593175)

Fax : [+213 23 755207](tel:+21323755207)

Email : info@groupelabelle-dz.com / dg_labelle2012@gmail.com

Site Web : <http://www.groupelabelledz.com>

d. Groupe AMMAR

Brand: Café Ammar

Activity: Coffee roasting, packaging, and distribution

Positioning: Mass-market ground coffee, strong national presence

Tél : +213 661 94 47 44

Email : cafesammar@yahoo.fr / k.hamenni@hotmail.com

e. SARL TBH Food

Brands: Famico, 1001

Activity: Coffee roasting, import of green coffee, food products

Positioning: Popular brands targeting household consumption

Tél : +213 671 80 08 61

Email : nthagrosarl@gmail.com / nabila.rebhi@nthagro.com

Website: <https://sarltbhfood.com/>

f. SARL Café Boukhari

Brand: Café Boukhari

Activity: Coffee roasting and local trading

Positioning: One of the most recognized traditional Algerian coffee brands

Tél : +213 25 28 38 00 / +213 554 64 96 80

Email : cafeboukhari@gmail.com

g. EPE TAFADIS SPA

A subsidiary of Madar Holding in Algeria (State-owned public company), involved in the transformation and importation of various types of coffee, as well as tea, and One of the most recognized importers of coffee

Tél : [+213 667 08 68 29](tel:+213667086829) / [+213 21 66 19 45](tel:+21321661945)

Email : drai.ahmed@tafadis.com / direction.administration@tafadis.com /

drh@madarholding.com / contact@madarholding.com

Website : <https://www.madarholding.com/Filiale/tafadis/>

h. Groupe Agro-Industries Agrodiv,Spa

A State-owned public company imports green coffee through its subsidiary DICOPA

Phone: +213 21 82 60 39 +213 21 82 59 42 / +213 23 77 27 32

Fax : +213 23 77 27 35

Email: spaagrodiv@gmail.com / contact_groupe@agrodiv.dz / a.khababa@agrodiv.dz

/ contact@dicopa.dz

Website : <https://www.dicopa.dz/>



La Belle Groupe



SARL CAFE NIZIERE



SARL TBH FOOD



Groupe FACTO



SARL TBH FOOD



SARL ALGO FOOD



SARL Café Boukhari



SARL AFRICAFÉ



SARL MATEMA



SARL LAYA ALIMENTA



These companies represent the **core of Algeria’s local coffee ecosystem**, combining **green coffee importation, roasting, blending, and nationwide distribution**. Their brands dominate traditional retail channels and reflect Algerian consumers’ preference for **strong, dark-roasted Robusta-based coffees** at controlled price points. (**details in Annex-4**).

8-2 Local Coffee Roasters & Regional Traders

In addition to importers, there are numerous local roasters and traders engaged in roasting and selling coffee within Algeria. Some of the notable ones include:

- Café Hafsi – Local coffee roasting company in El Harrach, Alger.
- Medcaps Café, EURL – Roaster in Chéraga, Alger.
- Café Sidi Bouanaba, SARL – Roaster in Constantine.
- Algo Food, SARL (Baraki, Alger) – Coffee roasting and trading.
- Cafés Benosman El Amel – Coffee roasting and trading in Oran.
- Frères Kerkouche – Café Mazounia, SNC – Roaster in Blida.
- Groupe Ammar – Coffee roasting and distribution in Skikda.
- La Belle (Agro-food group) – Though broader agro-food, this group participates in coffee trade and product distribution.

8-3 Key Characteristics of the Algerian Coffee Value Chain

- **Highly localized processing:** Roasting is overwhelmingly done domestically
- **Importer–roaster dominance:** Most major brands control both import and processing
- **Price regulation influence:** Government price controls shape margins and channel behavior
- **Limited vertical integration upstream:** No direct sourcing from farms (mostly via traders)
- **Emerging differentiation:** Slow rise of specialty cafés and traceability narratives in major cities

8-4 Conclusion

Algeria’s coffee distribution system is efficient, deeply entrenched, and dominated by local actors who control key stages of the value chain from import to retail. While traditional channels remain dominant, gradual changes in urban consumption and retail modernization are creating selective opportunities for differentiation, particularly for exporters able to align with local roasters’ cost structures and taste preferences.

9- Coffee Cultivation and Production Potential in Algeria

9-1 Introduction

Algeria is a **non-producing coffee country at the agricultural level**, yet it plays an important role as a **large coffee processor and consumer market** in North Africa. Coffee cultivation is not feasible due to climatic constraints; therefore, all coffee-related activity in Algeria is based on **imported raw materials and local industrial processing**. The country's production potential lies primarily in **roasting, blending, packaging, and limited transformation**, rather than farming. This section assesses cultivation and production potential by coffee type.

9-2 Coffee Cultivation Potential

Algeria has **no cultivation potential for coffee across all types**, including **green, roasted, soluble, decaffeinated, and sustainable coffees**, due to its arid to semi-arid climate, limited rainfall, and unsuitable altitude and temperature conditions for coffee plants. Coffee cultivation—whether conventional, decaffeinated (which requires upstream processing), or sustainable/certified—must take place in tropical producing countries, and certification attributes such as organic, fair trade, or deforestation-free status are applied **at origin**, not at destination. Consequently, Algeria will remain **structurally dependent on imported coffee** for all coffee categories, with **zero domestic agricultural production potential** in the short term.

9-3 Local Cultivation Initiatives and Experiences

Recent trials show that coffee cultivation in Algeria is technically feasible in certain regions. A first successful experiment was conducted in the municipality of Bouzeghaia (Chlef Province), where a farmer successfully acclimatized Arabica coffee trees from tropical seeds.

Climate Adaptation: The adaptation of several tropical trees to the local climate of Chlef has encouraged these private initiatives.

10- India's Competitive Standing in Algeria's Coffee Import Market Compared with Other Exporting Origins

Introduction

Algeria is a **highly concentrated, import-dependent coffee market** dominated by a small number of exporting origins supplying mainly **Robusta coffee for mass-market blends**. Competition is driven primarily by **price competitiveness, volume availability, and supply reliability**, while differentiation based on origin or sustainability remains secondary. Within this landscape, India occupies a **small but structurally compatible position**, competing against both low-cost and high-volume origins with distinct strengths.

10-1 Core Strengths & Strategic Advantages

a. Viet Nam

- **Volume & price leadership:** World's largest Robusta exporter, supplying consistent, affordable beans that match Algeria's demand for mid-grade coffee.
- **Trade-policy alignment:** Greatly benefits from Algeria's recent import-tax cuts on green Robusta coffee (down to 10% from 63%), which sharply lowers its landed cost.
- **Market penetration:** Algeria became a top-5 destination for Vietnamese coffee in 2025, accounting for 6.5% of Vietnam's total exports.

b. Côte d'Ivoire

- **Geographic & trade proximity:** Short shipping routes and strong historical trade ties make it a reliable, low-logistics-cost supplier.
- **Market dominance:** Algeria is the single largest buyer of Ivorian coffee, reflecting a deeply entrenched relationship.

c. Brazil

- **Dual-variety capability:** As the world's top Arabica producer, it can supply both premium Arabica and commercial Robusta, appealing to a wider range of buyers.
- **Rapid growth:** Algeria's imports of Brazilian coffee saw the highest percentage increase among Arab countries in recent years.

d. Uganda

- **African Robusta specialization:** A leading Robusta producer in Africa, supplying the bitter, strong profiles preferred in many Algerian blends.
- **Growing foothold:** Algeria accounts for a significant share ($\approx 7.5\%$) of Uganda's coffee exports.

e. Indonesia

- **Unique processed coffees:** Offers distinct profiles (e.g., Sumatra Mandheling, aged coffees) that cater to a growing specialty segment.
- **Solid growth trajectory:** Exports to Algeria have shown a consistent upward trend.

f. India

- **Niche specialty offerings:** Known for unique processed coffees such as Monsoon Malabar, Mysore Nuggets, and high-quality Robusta Cherry AA.
- **Quality reputation:** These coffees are appreciated for their thick body, spicy-cocoa notes, and distinct processing, allowing them to command a premium in specialty segments.

10-2 Comparative Matrix: Key Coffee Exporting Origins to Algeria

Origin	Import Share (%)	Main Coffee Type	Price Competitiveness	Volume Capacity	Quality Consistency	Logistics Advantage	Sustainability Readiness	Unique Strengths
Viet Nam	35.7	Robusta	Very High	Very High	Medium	Medium	Medium	Lowest-cost global Robusta supplier; price benchmark
Côte d'Ivoire	26.0	Robusta	High	Medium	Medium-Low	High	Low	Geographic proximity; competitive African pricing
Brazil	11.5	Arabica & Robusta	Medium	Very High	High	Medium	Medium	Scale, reliability, blend flexibility
Uganda	11.1	Robusta	High	Medium	Medium	High	Low-Medium	Competitive pricing; regional proximity
Indonesia	9.4	Robusta	Medium	Medium	Medium	Low	Medium	Full-bodied Robustas for dark roasting
India	2.4	Robusta (some Arabica)	Medium	Medium	High	Medium	High	Clean, well-graded Robusta; strong compliance

10-3 Strategic Implications for India

a. Leverage Specialty Uniqueness

- **Promote flagship origins** (Monsoon Malabar, Cherry AA) through targeted coffee tastings in shopping malls and centers, B2B marketing, and partnerships with Algerian importers.
- **Obtain geographical-indication (GI) recognition** for key Indian coffees to reinforce premium positioning.

b. Adapt to Local Preferences

- Develop small-pack, branded offerings that highlight India's unique profiles at accessible price points.
- Offer blended products that combine Indian specialty beans with more affordable bases to create mid-tier options.

c. Improve Trade Facilitation

- **Engage in bilateral coffee-trade dialogues** to seek tariff advantages or quota arrangements.
- **Participate actively in Algerian food-and-beverage exhibitions** to increase visibility.

d. Strengthen Supply-Chain Efficiency

- **Explore direct-shipping routes** to reduce logistics costs and improve delivery times.
- **Work with exporters to ensure consistent quality and reliable volumes** for Algerian buyers.

e. Monitor Policy Changes

- **Closely track Algeria's import-tax policies** and advocate for equal treatment for Indian coffee.

10-4 Conclusion

India's current coffee market share in Algeria is modest, but its **competitive profile is well aligned with market fundamentals**. While Vietnam and African origins dominate price-led segments, India occupies a **strategically valuable middle ground**, combining acceptable pricing with higher consistency and compliance readiness. With targeted engagement and positioning, India has **clear potential to expand its role** in Algeria's concentrated and volume-driven coffee import market.

11- key coffee- and agro-food-related trade fairs and exhibitions in Algeria

11-1 Coffee-Focused Events

- **CHOCAF – Chocolate & Coffee Fair** – Algeria’s leading fair dedicated to **coffee, chocolate, and related products**. It brings together producers, roasters, equipment suppliers, and industry professionals focused on the coffee and chocolate sectors.
This year: 4 to 7 February 2026, Oran Convention Center
Next edition: Not Available
Email: chocaf20@gmail.com
Phone: +213 540 83 98 53
Website: <https://chocaf.dz/>

11-2 Major Agro-Food & Agriculture Trade Shows

- **Djazagro** – One of the largest and most established agro-food trade exhibitions in Algeria, covering food production, beverages, processing, packaging, bakery & confectionery, ingredients, and more. It attracts international exhibitors and thousands of professional visitors each year at the Safex Exhibition Park in Algiers.

Around thirty Indian companies participated in Djazagro, from April 22 to 25, 2024 at SAFEX in Algiers.

This year: 12 to 15 April 2026, at SAFEX, Algiers

Email: djazagro@comexposium.com , fsaiki@promosalons.com

Phone: +213 23 50 70 14 / +213 561 67 28 03 / +213 540 87 53 83

Website: <https://www.djazagro.com/>

- **SIAG – Algeria Food Expo Oran** – A major **international agro-food industry exhibition** in *Oran*, featuring a broad range of food products, ingredients, processing equipment, packaging solutions, and related services
This year: 20 to 23 May 2026, at Oran Convention Centre.
Email: siag@firsteventsdz.com
Phone: +213 549 38 26 32
Website: <https://siag-expo.com/>

- **SIPSA-Filaha & Agrofood** – A **leading exhibition on agriculture, livestock, and the agro-industry** held at *Safex – Foire d’Alger (Mohammadia)*. This fair also includes segments relevant to food processing, supply chains, and agribusiness.

Two Indian companies participated in **SIPSA-Filaha**, from 26 to 29 May 2025, in SAFEX Algiers. One Indian company participated in **SIPSA-Filaha 2024**.

This year: 18 to 21 May 2026, in SAFEX Algiers.

Email: sipsa.afrikafood@gmail.com / sipsa@sipsa-filaha.com

Phone: +213 770 91 23 39 / +213 770 90 90 05

Website: <https://www.sipsa-filaha.com/>

- **ALIMENTARIO** is an international agro-food trade fair in Algeria that brings together professionals from agriculture, food processing, beverages, packaging, and trade. It serves as a B2B platform for producers, importers, distributors, and exporters to showcase products, exchange expertise, and develop commercial partnerships, making it relevant for coffee and broader agro-food sectors.
Last year: 23–25 September 2025 in Mostaganem.
Next edition: Not Available
Email : contact@alimentario-dz.com
Phone: +213 7 70 23 94 09 / +213 7 70 23 97 92
Website: <https://www.alimentario-dz.com/>
- **AgroPack Expo** – International trade fair in *Algiers* focusing on **agriculture, food products, packaging, and processing technologies**; often features beverages including coffee and tea among the showcased products.
This year: 18 to 21 May 2026, in SAFEX Algiers.
Email: info@agropack-expo.com
Phone: +213 661 42 84 58
Website: agropack-expo.com
- **Foire Internationale d’Alger (FIA):** the biggest trade fair in Algeria, the fair traditionally showcases a wide range of industries, and **agri-food, agriculture, food & beverage, and agro-industry segments are explicitly represented** alongside other major economic sectors. This means participants involved in **coffee, food processing, beverages, agricultural products, and related supply-chain activities** can typically exhibit and explore business opportunities at FIA.

One Indian company participated in the 55th Edition of the Algiers International Fair (FIA-2024), from 24 to 29 June 2024.

This year: 22 to 27 June 2026, SAFEX Algiers.

Email: fia@safex.dz

Phone: [+213 23790059](tel:+21323790059) / [+213 23795971](tel:+21323795971)

Website: <https://www.algeriaexhibitions.dz/>

12- Algerian Business Associations and Chambers

- **The Algerian Economic Renewal Council, CREA**

Mob: +213 550.92.27.94

Direct Line: +213 23 07 65 60

Fax Line: +213 23 07 65 59

Email: contact@crea.dz / dg@crea.dz

Address: PARC Residence, Villa N03, Route de Ouled Fayet, Dely Ibrahim, Algiers

Website: <https://crea.dz/>

- **The Algerian Chamber of Commerce and Industry, CACI**

Email: b.tarafi@gmail.com

Tél: +213.23.16.16.52

Fax: +213.23.16.14.70

Address: Palais Consulaire 6, Bd Amilcar Cabral. C.P. 16003 Algiers, Algeria

Directories of Chambers of Commerce and Industry:

<https://www.commerce.gov.dz/fr/annuaires-des-chambres-de-commerce-et-d-industrie>

- **Algerian Fairs and Exportation Company**

Commercial management

dc@safex.dz

Tel +213 23.79.50.71 Fax +213 23.79.50.88

Commercial Direction (Exhibitor Center)

ce@safex.dz

Tel: +213 23.79.50.57 Fax: +213 23.79.50.57

Address: Palais Des Expositions Pin Maritimes ALGER

Tel : +213 (0)23 79 50 58/59/60/61/62/63/64/65/66/67/68/69

Fax : +213 (0)23 79 50 83/ /23 79 50 80

Web site <http://safex.dz>

- **Algerian Agency for the Promotion of Investment AAPI**

Email contact_dg@aapi.dz

Telephone : +21323 83 30 30

Adresse :Za 182 Dar El Beida ,Alger

Sources & References:

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- Algerian customs
- Algerian Ministry of Agriculture
- Algerian Ministry of Finance
- Algerian Press Services APS
- SAFEX
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- Official Gazette of the General Secretariat of the Algerian Government
- National Trade Register Center CNRC
- Kompass

II. Newspapers

- El Mouadjahid
- APS
- Echourouk
- Algerie ECO
- Algeria Invest

III. Field-based market research missions

- Algerian Ministry of Domestic Trade
- Algerian customs
- Algerian Chamber of Commerce and Industry CACI
- Setif Chamber of Commerce and Industry
- AAPI
- Bab Ezzouar shopping Mall (Uno Market), Algiers
- Shoppi One market, Algiers
- SARL TBH Food
- Groupe La Belle
- Groupe AMMAR

Annexures:

- **Annex 1:** Labelling sample
- **Annex 2:** Characteristics of coffee as well as the conditions and procedures for its release for consumption (Official Gazette).
- **Annex 3:** Terms of compensation for the prices of imported green coffee (Official Gazette).
- **Annex 4:** key Algerian Agro food products, including coffee
- **Annex 5:** List of Algerian Coffee importers, distributors, traders.
- **Annex 6:** Specifications and characteristics of coffees intended for consumption in the form of beverages, as well as the conditions and procedures relating to their presentation on the market (Official Gazette).
- **Annex 7:** Export documents (certificates)