

Press release – 15 May 2023

Auchan Retail strengthens its positions in Africa
by establishing a presence in Algeria.

Following on from Senegal and Côte d'Ivoire, Auchan Retail continues its expansion in Africa. Today, the company announced the implementation of a global partnership with the Great Way Group and the signature of an agreement in Algeria, where the Great Way Group is a major player in retail sector. An initial store is set to open in Algiers in Q4 2023. Further expansion across the country is already being considered.

A first store in Algiers before the end of the year

An Auchan branded hypermarket with a 5,000 m² sales floor will open in Algiers before the end of the year. It will be managed by the Great Way Group, a major retail player in the Maghreb region. Headquartered in Algiers, the group operates in Algeria 80 stores selling world-famous brands in the textile and sports sectors. It has two warehouses in Algiers, in the centre of the country's largest industrial and logistics hub, with a total 12,000 m³ of storage space. Great Way brings its consummate understanding of both the country and Algerian retail to the project. Further expansion across the country is already being considered.

A partnership supporting Algerian trade and the country's food industry

Auchan and the Great Way Group have a shared ambition for this partnership: to bring Algerians an exclusive, high-quality and responsible offer, which is accessible at the proper prices, as part of a modernised shopping experience. The partners are also committed to fostering local, responsible agricultural value chains that guarantee healthy food and create jobs and value for the country. At the same time, Auchan's presence in Algeria will stimulate the growth of the country's food industry.

A third location in Africa

Algeria is set to be Auchan's fourteenth country worldwide and its third in Africa, after Senegal and Côte d'Ivoire. Auchan has been operating in Senegal since 2015. It is now the country's leading food retailer with 37 stores and an e-commerce website, combined with curbside pickup and home delivery services. Auchan has been present in Côte d'Ivoire since June 2022, with 13 points of sale in Abidjan and Bouaké. It is also rolling out delivery and BtoB services.

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“To continue and expand our development in Africa, we are entering into a responsible partnership with one of Algeria’s leading retailers. We share a three-fold ambition: offering residents a novel shopping experience; offering them products that are good for their health and for the planet; and contributing to Algeria’s development, as far as we can, by encouraging the creation of agricultural value chains and local food production. “

Yves CLAUDE
Chairman and CEO
Auchan Retail

“Auchan is a global retailer with strong human values and successful experience in Africa. Our partnership aims to acquire solid know-how and international expertise in food retail that will benefit our employees, manufacturers, farmers and local economic players in Algeria. Our collaboration also seeks to provide an innovative, modern and exclusive customer experience, featuring services never previously seen in the Algerian market. Auchan is the ideal partner to achieve this ambition of creating a new generation of competent, modern and forward-looking Algerian retailers.”

Yasser HADJBENALI
Executive Director
Great Way Group

About Auchan Retail (www.auchan-retail.com)

Present in 13 countries, Auchan Retail encompasses all food trade formats (hypermarkets, supermarkets, convenience stores, click-and-collect and e-commerce) with 2,100 points of sale. Auchan Retail places its customers at the heart of its strategy by offering them a “phygital” shopping experience combining physical stores with the digital ecosystem, as well as exclusive, high-quality products at the best possible prices. Auchan Retail’s 160,400 employees are committed to good, healthy and local products. Its people-centred, responsible approach is the cornerstone of a business that enables all customers, farmers, suppliers and employees to live better.

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About Great Way

Great way is a major omnichannel Algerian retailer and distributor of international brands in the textile and sports sector. With a modern business vision and strong societal values, it is present in the shopping malls and city centres of Algeria's main cities. It has a network of 80 stores and 1,400 partner employees. The group’s ambition is to take the best of international concepts and tailor them to Algerian customers’ expectations.

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