

ALGERIA

SORECAL Market



Market type Formal and informal, covered, mixed

Frequency Daily market (with peak hours in the morning)



Key Stakeholders

The key stakeholders of the SORECAL market include the **Municipal Authority (APC) -Bab Ezzouar-**, which acts as the regulator and is responsible for hygiene control, and the **Wilaya of Algiers**, the supreme authority in charge of granting concessions. The day-to-day management of the market is entrusted to a **private concessionaire**. Direct economic actors include **formal vendors** who rent stalls or shops, as well as **informal street vendors** operating without licenses around the market. **Consumers** and **residents** of Bab Ezzouar form the main beneficiary population. At the national level, the **Ministry of Internal Trade** sets policies and regulatory frameworks, while **wholesalers** and **slaughterhouses** supply goods to the vendors.

Main products and users

The market offers a wide range of products, primarily **fresh agricultural goods** such as **vegetables, fruits, and herbs**. It also includes **animal products** like **red meat, poultry, and fish**, as well as processed items such as **spices and dried herbs**. In addition to food products, the market sells various **non-food items including clothing, cosmetics, detergents, and household goods**. The main users of the market are **the residents of the city of Sorécal**, where the market is located, as well as those **from neighboring cities**, along with a **few passing buyers**.

Main production / farming system(s)

Vegetables and fruits are sourced mainly from **wholesale markets**

such as Khemis El Khechna, Kalitous, and Bougara, and are primarily produced through conventional farming methods. **Poultry** come from **industrial** farms, while red meat comes from small-scale fattening farms. **Fish supplies** consist of a mix of **locally caught fish and imported farmed varieties**. **Non-food products** are largely imported from countries such as **China and Turkey**, alongside **goods produced by local manufacturers**.

Value chain involved (sourcing)

The market's sourcing value chain involves multiple pathways. For **agricultural products**, producers and farmers supply wholesalers, who then distribute to vendors before reaching consumers. In the **case of meat**, slaughterhouses provide products to butchers, who in turn sell to consumers. For **non-food and processed items**, importers and manufacturers deliver goods to retailers, who make them available to the end consumers.

Institutions / Governance setting up market

The governance of the market is structured around a regulatory framework established by Executive Decree No. 12-111 (2012). The market operates under a concession model, with a 33-year private management contract granted by the Wilaya. Enforcement responsibilities are shared: the municipality oversees hygiene control, while the police address informal vending. Despite this framework, the market faces challenges including overlapping authorities, weak enforcement, and ongoing legal disputes.

Location



Challenges

- **Infrastructure:** Leaking roof, poor sanitation, inadequate water supply
- **Informality:** Persistent street vending causing congestion and unfair competition
- **Governance:** Conflict between concessionaire and Wilaya; enforcement gaps
- **Economic:** Price instability, low vendor incomes, high informality rate
- **Social:** Nuisance for residents, lack of customer amenities (toilets, parking)

ICT-Potential

- Digital payment systems
- Integrated Municipal Management Platform
- Customer feedback and rating platforms
- Market data collection for better planning

Practice Partners

- Ministry of Internal Trade



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