

EMBASSY OF PAKISTAN, ALGERIA
TRADE AND INVESTMENT WING

PRODUCT REPORT / MARKET INTELLIGENCE REPORT

SUBJECT: DEMAND OF FOOTBALLS IN ALGERIA

1. INTRODUCTION:

Algeria's football market is characterized by a strong domestic passion for the sport, with local production of footballs being limited. Consequently, the country relies on imports to meet the demand for footballs. Algeria sources its footballs primarily from countries known for sports equipment manufacturing. While detailed country-specific data for Algeria is not readily available, globally, the leading exporters of footballs are China, Vietnam, and India. By focusing on these strategies, exporters can better position themselves to capture a larger share of Algeria's football market.

2. PRODUCTION:

Algeria has recently initiated local production of footballs to meet domestic demand and reduce reliance on imports. In 2023, the first football manufacturing unit commenced operations in the municipality of Ras El Oued. This private-sector facility aims to produce high-quality footballs comparable to major international brands. Despite this development, the scale of local production remains limited, and Algeria continues to import footballs to satisfy the substantial demand driven by the sport's popularity. The establishment of the Ras El Oued facility marks a significant step towards developing a domestic sports equipment manufacturing industry, potentially reducing import dependency in the future. However, until domestic production can fully meet the national demand, imports will continue to play a crucial role in supplying footballs to the Algerian market.

3. CONSUMPTION:

The consumption of footballs in Algeria is driven by the country's deep passion for the sport, which is its most popular and widely played game. Football is a national sport, with strong participation from amateur players, schools, and professional leagues. Major local events and Algeria's national team performances in international competitions significantly boost demand. Football leagues, clubs, and associations require a steady supply of footballs for training and competitions. Grassroots initiatives and school sports programs also contribute to the demand. Football consumption increases during major tournaments like the FIFA World Cup and the Africa Cup of Nations. Imported footballs, particularly branded ones, may be expensive for a large segment of the population. Online platforms have made it easier for Algerians to purchase footballs, including branded and affordable options. Initiatives promoting youth sports and fitness increase the distribution and use of footballs in schools and public programs. The consumption of footballs in Algeria is robust, fueled by the country's love for the sport at both professional and recreational levels. However, as local production increases, it may gradually cater to a larger share of this demand, reducing reliance on imports over time.

4. IMPORT MARKET ANALYSIS:

Algeria's football market is largely dependent on imports due to limited domestic production. The demand for footballs is driven by the popularity of the sport and a growing interest in recreational and professional activities. Football is Algeria's most popular sport, with widespread participation across all age groups. Algeria recently began local football production, but capacity remains insufficient to meet national demand. The market is heavily

reliant on imported footballs, especially for high-quality and branded options. Algeria imports footballs primarily from countries with established sports goods industries. The key suppliers include China and Pakistan. Football imports are higher during major sports events like the FIFA World Cup or Africa Cup of Nations, as demand peaks during such periods. Algeria's football import market is dynamic and growing, with significant opportunities for exporters to tap into the country's passion for the sport. By focusing on competitive pricing, quality, and distribution strategies, exporters can enhance their market share in Algeria.

5. SPECIFIC QUALITY/PACKAGING/LABELLING REQUIREMENTS:

When exporting footballs to Algeria, it is essential to meet the country's quality standards, packaging, and labeling requirements to ensure compliance and market acceptance.

- **Material Standards:** Footballs must be made from durable materials like synthetic leather, polyurethane, or PVC to withstand Algeria's climate and rough playing conditions. Footballs must have consistent shape retention, proper inflation and air retention, high durability for recreational and professional use.
- **International Standards:** Compliance with FIFA Quality or FIFA Quality Pro standards for professional-grade footballs. Adherence to ISO 9001 or similar certification for manufacturing processes.
- **Protection:** Footballs should be packed to avoid deformation, punctures, or other damage during shipping. Common methods include individual packaging in shrink-wrap or plastic bags, placing inflated footballs in separate compartments or deflated footballs in compact boxes.
- **Eco-Friendly Materials:** Algeria is increasingly emphasizing eco-friendly packaging; using recyclable or biodegradable materials can add value.
- **Language:** Labels must include information in French (Algeria's official business language). Arabic labeling may also be required for some products.
- **Branding:** Brand name and logo should be prominently displayed.
- **Regulatory Compliance:** Conform to Algerian Ministry of Trade and Industry regulations. Ensure products meet health and safety requirements for importation.
- **Customs Documentation:** Provide certificates of origin, quality certification (e.g., FIFA or ISO), and detailed invoices.
- **Inspection:** Products may be subject to pre-shipment inspection or testing by Algerian authorities.

6. TECHNICAL STANDARDS:

Algeria requires imported and locally manufactured footballs to meet certain technical standards, especially for use in professional and recreational activities. These standards ensure product quality, safety, and suitability for local conditions.

- **FIFA Standards:** Footballs intended for professional use should comply with FIFA Quality or FIFA Quality Pro standards. These include: Weight, 410–450 grams; Circumference: 68–70 cm.; Pressure, 0.6–1.1 bar (8.7–15.6 psi); Water Absorption, Minimal water intake under wet conditions; Rebound, Consistent bounce (135–155 cm when dropped from 2 meters); Shape and Size Retention, Stability after extensive use.
- **ISO Standards:** Footballs must adhere to ISO 9001 for quality management during manufacturing. Materials should meet ISO 17025 standards for product testing and evaluation.
- **Outer Surface:** Synthetic leather (e.g., polyurethane or PVC) is preferred for durability and resistance to wear. For recreational use, rubber or hybrid materials are acceptable.
- **Inner Lining:** Multi-layered polyester or cotton fabric for shape retention and control.
- **Bladder:** Latex or butyl bladders for consistent air retention and elasticity.

- **Stitching:** Machine-stitched or hand-stitched footballs are acceptable, with precise stitching for durability.
- **Panel Configuration:** Standard 32-panel design is common, but alternatives like 18 or 24 panels are acceptable for recreational balls.
- **Seams:** Strong and durable seams to prevent splitting during play.
- **Pressure Testing:** Balls should maintain air pressure for extended periods without significant deflation.
- **Durability Testing:** Resistance to wear, punctures, and environmental conditions such as heat or moisture.
- **Environmental Tolerance:** Suitable for use in Algeria's climate, which includes hot, dry summers and mild winters.
- **Mandatory Labels:** Product specifications such as size, weight, and recommended pressure. Manufacturer details, country of origin, and compliance certifications.
- **Certifications:** For professional footballs, certification from FIFA or other internationally recognized bodies is preferred. Documentation proving compliance with Algerian import standards.
- **Pre-Shipment Inspection:** Exported footballs must pass inspections for quality, durability, and compliance with standards.
- **Post-Import Testing:** Algerian authorities may test imported footballs to verify compliance with local standards.

7. IMPORT TARIFF:

Importing footballs into Algeria involves several duties and taxes that contribute to the overall cost.

- **Customs Duty:** Rate: 30%. The duty is calculated on the Cost, Insurance, and Freight (CIF) value of the goods, which includes the product's value plus shipping and insurance costs.
- **Value Added Tax (VAT):** Rate: 19%. VAT is applied to the total of the CIF value plus the customs duty.
- **Provisional Additional Safeguard Duty (DAPS):** Rate varies between 30% to 200%, depending on the product. Introduced in January 2019, DAPS applies to a list of 1,095 products to promote domestic production and reduce foreign expenditures. The specific rate for footballs should be verified against the official list.
- **Solidarity Contribution:** Rate: 1%. Applied to the CIF value of the goods.
- **Regulatory Updates:** Algerian import regulations and tariff rates can change.

8. NON-TARIFF BARRIERS:

Non-tariff barriers (NTBs) in Algeria can significantly affect the importation of footballs and other goods. These barriers are implemented to regulate trade, protect domestic industries, and ensure product safety and compliance.

- **Pre-Authorization:** Certain products require import licenses or permits from Algerian authorities. Footballs may fall under this if classified as sports equipment.
- **Application Process:** Importers need to apply through the Ministry of Trade or relevant bodies, providing detailed product specifications.
- **Compliance with Technical Standards:** Footballs must meet international quality standards such as FIFA Quality Pro for professional-grade products. Compliance with Algeria's own technical and safety standards is required.

- **Testing and Certification:** Products may undergo testing to ensure durability, safety, and compliance with Algerian regulations. Certification of conformity is often needed for customs clearance.
- **Language:** Labels must be in French and may also require Arabic translations.
- **Mandatory Information:** Labels must include the product name, materials, size, weight, and country of origin.
- **Packaging:** Footballs must be packed securely to prevent damage during shipping and handling.
- **Bureaucratic Delays:** Lengthy customs clearance procedures, including documentation checks, product inspections, and approvals, can delay the import process. Lack of streamlined processes may result in additional costs and time for importers.
- **Import Quotas and Restrictions:** Algeria occasionally imposes import quotas or bans on specific goods to protect local industries. While footballs are not currently under strict import quotas, policy changes could affect their trade.
- **Foreign Exchange and Payment Restrictions:** Importers must use letters of credit (LCs) for payments, as Algeria imposes strict foreign exchange controls. These controls can delay transactions and increase administrative costs.
- **Environmental and Safety Compliance:** Importers must ensure that football materials comply with environmental and safety standards to avoid rejection. Use of non-toxic materials and eco-friendly packaging is encouraged.
- **Pre-Shipment Inspection:** Algeria may require pre-shipment inspections to verify that the imported footballs meet specified standards and regulations. Certificates issued by accredited inspection agencies must be presented during customs clearance.
- **Local Partnership Requirements:** Importers are often encouraged to work with local distributors or agents who are familiar with Algerian trade laws and procedures. This can add complexity and costs to the supply chain.
- **Trade Protection Measures:** Algeria often adjusts trade policies to encourage local production. Footballs might face indirect restrictions as the country develops its domestic manufacturing capacity.

9. IMPORT VALUE AND VOLUME:

HS-950662-Inflatable Balls (Footballs)Top Exporting Countries to Algeria					
USD "000"					
Years	2019	2020	2021	2022	2023
China	2,542	2,610	1287	2,428	4,325
Pakistan	1,131	1,192	800	744	731
Source: ITC Trademap					

Comprehensive and up-to-date data on Algeria's football import value and volume is limited. Key Exporting Countries are China and Pakistan. In 2016, Algeria imported articles and equipment for general physical exercise, gymnastics, and athletics from the United States valued at approximately \$264,460. This category may include football-related equipment. While these figures offer a glimpse into Algeria's import activities related to sports equipment, specific data on the exact value and volume of football imports is not readily available.

10. DISTRIBUTION CHANNELS:

The distribution of footballs in Algeria operates through a combination of traditional and modern retail systems. The channels cater to diverse customer segments, including professional teams, amateur players, and recreational users.

- **Sports Retail Stores:** Offer branded and high-quality footballs, including FIFA-certified products. Provide products tailored to professionals, schools, and recreational players.
- **General Retail Shops and Markets:** Offer affordable footballs, often imported from countries like China and India. Found in urban and rural areas, including open markets and small retail outlets.
- **E-Commerce Platforms:** Wide range of products, from premium branded footballs to affordable options. Convenience of home delivery and competitive pricing.
- **Wholesale Distributors:** Serve as intermediaries between manufacturers (domestic or international) and retailers.
- **Sports Clubs and Academies:** Purchase professional-grade footballs, often through partnerships with brands. Customize footballs with logos for clubs and events.
- **Government and Institutional Buyers:** Often source footballs through tenders or partnerships with suppliers. Distribute products to schools, community centers, and youth programs.
- **Local Manufacturers:** Produce affordable footballs targeting local markets. Focus on competing with imports in terms of pricing and availability.
- **International Brands and Direct Sales:** Sell directly to sports retailers, clubs, and academies. Include brands like Adidas, Nike, and Puma, which are highly sought after by professionals.

11. PRICES:

The prices of footballs in Algeria can vary significantly depending on factors such as brand, quality, material, size, and where the product is purchased (retail store, wholesale, or online).

- **Price Range:** 1,500 DZD to 4,500 DZD (approx. 11 USD to 30 USD). Typically made from synthetic materials (PVC or rubber).
- **Mid-Range Footballs:** Price Range: 4,500 DZD to 10,000 DZD (approx. 30 USD to 70 USD). Made from higher-quality materials like PU (polyurethane).
- **Premium/Professional Footballs:** Price Range: 10,000 DZD to 20,000 DZD+ (approx. 70 USD to 140 USD+). High-quality synthetic leather (PU or TPU) and hand-stitched panels. FIFA-certified or equivalent professional-grade footballs. Used for professional matches, tournaments, and top-level training.
- **Retail Outlets:** Found in major sports retailers, e-commerce platforms, and through authorized distributors of international brands like Adidas, Nike, and Puma.
- **Branded Footballs (International Brands):** Price Range: 12,000 DZD to 25,000 DZD+ (approx. 80 USD to 170 USD+). Top-tier products such as Adidas Tango, Nike, and Puma official match balls. Designed for professional competitions and elite-level training.
- **Custom Footballs (Personalized or Event-based):** Price Range: 5,000 DZD to 15,000 DZD (approx. 35 USD to 100 USD). Custom logos, designs, or personalized features for events, schools, or sports clubs.

12. EXPORTS OF THE PRODUCT FROM PAKISTAN TO HOST COUNTRY AND COMPARISON WITH COMPETITORS IN THE MARKET

Algeria imports footballs from various countries, with the most prominent exporters being those with well-established manufacturing capacities and strong sports brands. China is one of the largest exporters of footballs to Algeria, offering a wide range of affordable and mass-produced products. Mainly exports budget-friendly footballs, often made from synthetic

leather or PVC. China’s footballs cater to the recreational and entry-level market. Pakistan is a major exporter of footballs, especially for mid-range and professional use. Known for high-quality hand-stitched footballs made of PU (polyurethane) and PVC. Pakistan’s footballs are commonly used in training sessions and professional competitions in Algeria.

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Years	2019	2020	2021	2022	2023
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Source: ITC Trademap

13. REASONS FOR PAKISTAN'S LOW SHARE:

There are several reasons why Pakistan's export of footballs to Algeria remains relatively low compared to other countries. These factors relate to market dynamics, competition, and specific challenges faced by Pakistani exporters:

- **Strong Competition from Lower-Cost Producers (e.g., China, India):** Price Sensitivity; football imports from China and India are often significantly cheaper due to lower production costs. These countries provide mass-produced, budget-friendly footballs that cater to Algeria’s large recreational and entry-level market.
- **Lower Quality Concerns:** While Pakistani footballs are generally higher quality (e.g., hand-stitched, more durable), Algerian buyers may prioritize lower-cost alternatives, especially for non-professional or casual use.
- **Branding Issues:** Pakistani football manufacturers often lack the strong brand recognition in international markets that brands like Nike and Adidas (from Europe and the U.S.) or Puma have.
- **Brand Loyalty:** Algerian consumers may prefer purchasing well-known international brands that are perceived to offer superior quality, especially for professional and competitive play.
- **Limited Distribution Channels:** Pakistani football exporters may not have a robust network of distributors or retail partnerships in Algeria, making it difficult for their products to reach consumers.
- **Underdeveloped Export Promotion:** The lack of aggressive marketing campaigns or local partnerships in Algeria limits the visibility of Pakistani footballs in the market.
- **Non-Tariff Barriers:** Algeria's non-tariff barriers, including complex import regulations and quality standards, may discourage Pakistani exporters from entering or expanding in the market.
- **Bureaucratic and Licensing Hurdles:** Import restrictions, customs procedures, and delays may discourage Pakistani firms from pursuing trade with Algeria, as it could lead to higher operational costs.
- **Distance and Shipping Costs:** Pakistan is located far from Algeria, and the shipping costs for exporting footballs can be high, making the products less competitive compared to those from closer countries like Turkey or China.
- **Longer Delivery Times:** Pakistan’s shipping logistics might result in longer delivery times, further reducing its appeal in comparison to faster, more geographically convenient suppliers.

- **Focus on Other Export Markets:** Some Pakistani football manufacturers prioritize domestic production for local demand or focus their export efforts on more established markets (e.g., the Middle East or Europe), leaving Algeria underrepresented in their export strategy. Pakistan's football exports may be directed toward larger markets with greater demand or higher purchasing power, such as the Middle East, rather than Algeria.
- **Currency Fluctuations:** The Pakistani rupee's volatility can make pricing unstable, which may lead to higher costs for Algerian importers. This can make Pakistani footballs less attractive compared to more stable currencies.
- **Lack of Product Customization:** Algeria may have specific preferences for football features (e.g., size, colour, design), and Pakistani manufacturers may not be offering enough customization options.
- **Product Quality and Standards:** While Pakistan's footballs are known for durability, some segments of the Algerian market might focus more on other features like design or cost rather than durability.

14. RECOMMENDATIONS:

To increase football exports from Pakistan to Algeria, several strategies can be implemented to enhance market penetration, competitiveness, and visibility.

- **Develop Stronger Brand Recognition:** Invest in building a recognizable brand for Pakistani footballs, emphasizing the quality, durability, and craftsmanship of the product. Highlight the advantages of hand-stitched and high-quality materials to differentiate from cheaper imports.
- **Sponsorship and Partnerships:** Partner with Algerian football clubs, sports academies, or tournaments to sponsor events and provide products. This will increase brand visibility among consumers and professionals.
- **Target Local Influencers:** Collaborate with popular Algerian athletes, football influencers, or sports figures to endorse Pakistani footballs, helping build consumer trust.
- **Offer Affordable Options:** Provide a range of footballs, including budget-friendly options, to compete with low-cost imports from China and India. Focus on high value at a lower cost for recreational users.#
- **Volume Discounts:** Offer bulk discounts or competitive wholesale prices to attract Algerian retailers and distributors, making it easier for them to stock Pakistani footballs.
- **Reduce Shipping Costs:** Explore more efficient shipping routes, negotiate better freight rates, or partner with local Algerian distributors to lower transportation costs, which will help make the final product more affordable.
- **Collaborate with Local Distributors:** Work with Algerian wholesalers and distributors who have established networks within the sports retail sector. This will help reach a wider range of consumers and improve market penetration.
- **Retail Partnerships:** Secure partnerships with well-known sports retailers (such as Decathlon and local sports stores) to feature Pakistani footballs prominently in their offerings.
- **E-commerce Presence:** Tap into the growing online shopping trend by partnering with Algerian e-commerce platforms such as Jumia or local sports-specific websites to sell directly to Algerian consumers.
- **Tailor Products to Local Demand:** Conduct market research to understand specific preferences in Algeria, such as popular sizes, colours, or designs. Offering customizable options or creating products that reflect local tastes could help increase demand.
- **Offer Training and Match Footballs:** Provide a variety of footballs suited to both training and professional matches. While budget footballs may be preferred in

recreational play, high-performance footballs for professional use should also be emphasized for local clubs and teams.

- **Collaborate with Algerian Sports Institutions:** Work with the Ministry of Youth and Sports or local football federations to supply footballs for national competitions, youth programs, and community sports projects.
- **Ensure Compliance with International Standards:** Obtain certifications like FIFA Quality Pro or equivalent international standards, which could make Pakistani footballs more attractive to Algerian buyers, especially for professional use.
- **Promote Durability and Performance:** Emphasize the quality and long-lasting features of Pakistani footballs, which may appeal to professional teams and long-term users.
- **Optimize Supply Chain and Shipping:** Establish partnerships with reliable shipping companies to ensure faster and more cost-efficient delivery. Consider establishing distribution hubs or warehouses in neighboring regions to reduce lead times and shipping costs.
- **Streamline Customs and Documentation:** Ensure all export documents and certifications are in order, reducing delays at Algerian customs and making the process smoother for buyers.
- **Warranty and Support:** Offer warranties or after-sales services to build consumer confidence in the product quality. This could help Pakistani footballs stand out as a durable investment in comparison to cheaper alternatives.
- **Exhibit at International Trade Shows:** Participate in sports equipment trade shows or exhibitions in Algeria or other North African markets to showcase Pakistani footballs. This provides exposure to local buyers, distributors, and sports professionals.
- **Sponsor Local Football Competitions:** Sponsor regional football tournaments or local leagues in Algeria, offering footballs as prizes or as part of the event's branding, which increases visibility and brand recognition.
- **Public-Private Partnerships:** Explore partnerships with local authorities or sports organizations in Algeria to supply footballs for public sports development programs, schools, or community outreach projects.

15. LIST OF MAJOR FOOTBALL IMPORTERS IN ALGERIA:

Here are some key football importing companies and distributors in Algeria that are involved in the importation of sports goods, including footballs. These companies typically supply footballs to sports retailers, clubs, academies, and other organizations.

Company Name	Contact Number	Email Address	Website
<u>ADS SPORTS</u> CITE FRERI 2 Hamiz, Alger(16), Algérie	Mob: 00213 555 60 22 22 Mob: 00213 550 53 14 12 Mob: 00213 557 46 55 58	Email: adssport34@yahoo.com	-
<u>Action Sport Sarl Algeria</u> Address: 67 BD Mohamed Boudiaf, Blida Algeria	Tel: 00213 561 659 611 Mob: 00213 561 659 611	Email: magasin.blida1@action wear-dz.com	-
<u>Beta Sport et Loisirs</u> Address : P.IMM. El Takwa Garidi G9/200 LOT 52 kouba Algiers	Mob: 00213 661 516 987 Tel: 00213 23 71 92 27 Fax: 00213 23 71 92	-	Website: www.beta- sport.com

<u>Habri Sport, Sarl</u> Address : 14 rue At Tabrizi les sources Bir Mourad rais , Algiers Algeria	Tel : 00213 21 54 04 84 Mob : 00213 555 015 566 Fax : 00213 21 540 472	Email : habrisport@hotmail.com Contact@habrisports.net	Website :w ww.bodyso ld.com
<u>Bouaziz Sport</u> Address: 82, Rue Khaled Khodja - Tizi Ouzou Tizi- Ouzou	Tel: 00213 26 411 533 Mob : 00213 661 667 178 Fax: 00213 26 411 533	-	-
<u>Bouadi Sport</u> Address: 02, rue larbi ben m'hidi Rouiba Algiers Rouiba, Algeria	Tel : 00213 551 17 04 07 00213 790 18 66 67	Email : bouadisport@gmail.com	-
<u>KETTLER</u> Address: Coop YOUGHOURTA N°03, Les Sources. B.M.R ALGIERS	Mob: 00213 555 620 194 Tel: 00213 21 44 69 60 Fax: 00213 21 44 02 50	E-mail: kettler.dz@gmail.com	Website : www.kettler.net
<u>Ippon Sport Import Export</u> Address : el hamiz Dar El Beida Algiers	Mob: 00213 550 282 185 Tel/fax: 00213 24 947 363	Email: ippon_sport16@hotmail.fr	-
