



**Research methodology**

Our research represents more than 9 million consumers in urban Algeria, across all socioeconomic clusters, with an age range of 15–59. Fieldwork was carried out

between July and August 2014, using face-to-face interviews. The cities covered include: Algiers, Blida, Constantine, Oran, Ouargla and Sétif.

## KEY FINDINGS



**Technology is viewed as a key enabler of societal modernization**

> Algerian consumers look to technology as a means of obtaining information, facilitating a more flexible work/life balance and creating a sense of belonging within modern society

**There is widespread interest in mobile commerce services**

> People show great interest in mobile money transfer, mobile banking and mobile purchases. Improving ease of use is expected to boost adoption

**Penetration of mobile data services is set to double within a year**

> Use of mobile data services such as web browsing and social networking will increase twice over in the coming 12 months, driven by smartphone uptake

**Smartphones are driving uptake of mobile internet services and apps**

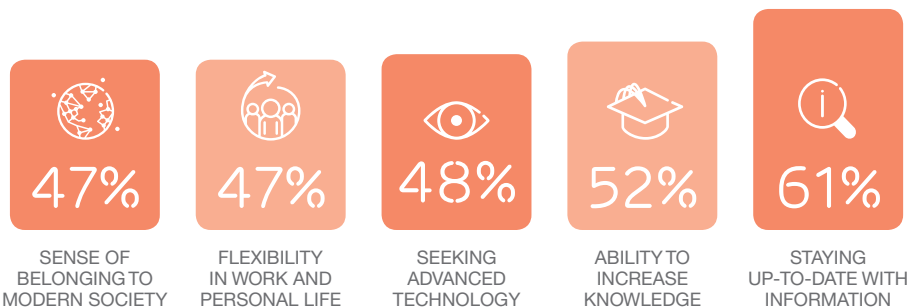
> 6 out of 10 new phone purchases in the next 12 months are expected to be smartphones

**Electronic public services are expected to have tangible benefits**

> Algerian consumers believe that these services will offer better convenience, accuracy and customer service

Figure 1: Drivers of technology uptake

Algerian consumers have a positive attitude towards technology. It empowers them, allowing them to feel part of a modern and forward-thinking society. They aspire to leverage the benefits of technology for education and knowledge, and to allow them to stay up-to-date with information.



Source: Ericsson ConsumerLab Analytical Platform 2015, Internet goes mobile, Maghreb Base: All users, Algeria

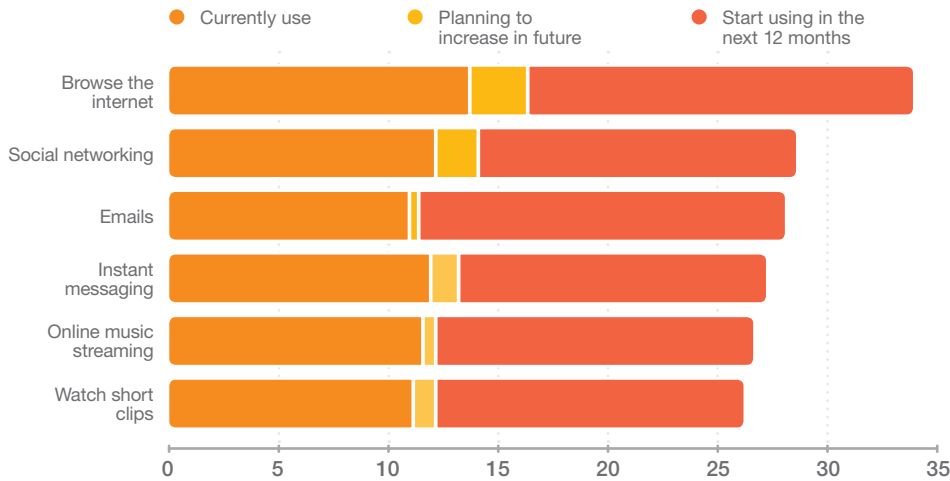


Figure 2: Adoption of mobile data services

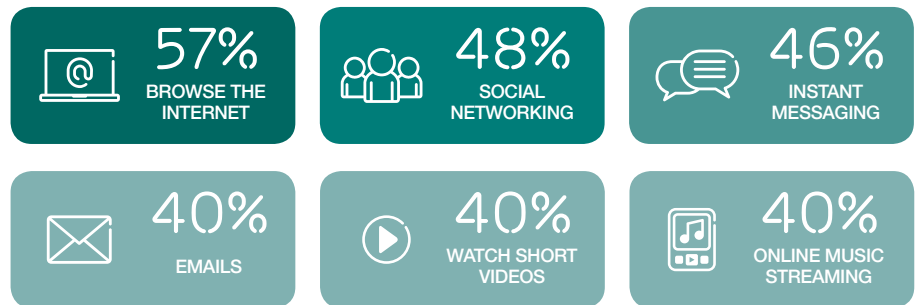
With consumer attitudes towards technology becoming more open and progressive, the collective appetite for mobile data services is growing rapidly in Algeria, with penetration poised to double over the next 12 months. Web browsing is expected to remain the most popular activity.

Source: Ericsson ConsumerLab Analytical Platform 2015, Internet goes mobile, Maghreb  
Base: Mobile phone users, Algeria

Figure 3: Mobile internet services used on smartphones

Smartphones are primarily responsible for driving the penetration of mobile data services in Algeria. They are used most frequently for web browsing, social media and instant messaging.

At the time of the survey, 26 percent of all mobile phone users in Algeria owned smartphones. This number is expected to grow considerably over the coming years.



Source: Ericsson ConsumerLab Analytical Platform 2015, Internet goes mobile, Maghreb  
Base: Smartphone users, Algeria

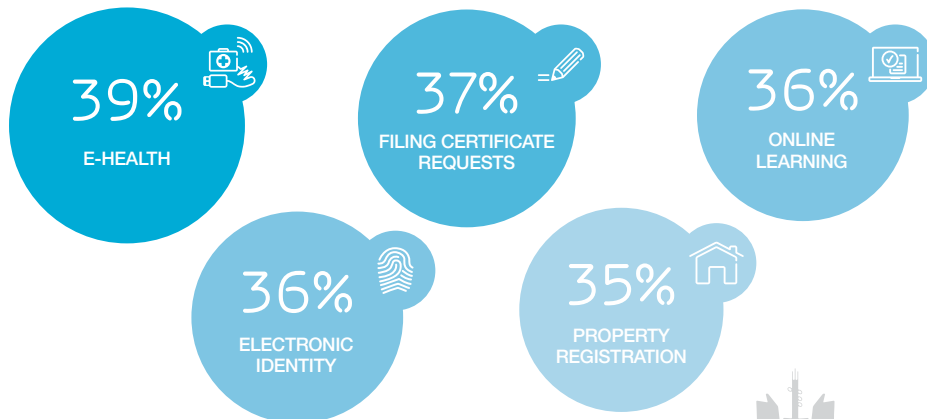


Figure 4: Interest in electronic public services

As well as adopting mobile internet services for personal use, Algerian consumers are interested in the future potential of electronic public services such as e-health, electronic certificate management and online learning. They look forward to the expected benefits of electronic public services, such as no standing in queues, improved customer service, and moving away from a paper-based system.

Source: Ericsson ConsumerLab Analytical Platform 2015, Internet goes mobile, Maghreb  
Base: All users, Algeria