

3.5.1 Armenia Food Suppliers

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Overview

Armenia's relatively strong agricultural performance since 2001 has resulted in a substantial increase in self-sufficiency levels of main food products and overall food availability. About 66 percent of the total dietary energy per person available for consumption comes from domestic production. However, the availability of food in Armenia highly depends on food imports, especially with regard to cereals and certain types of meat whereby Armenia imports 50.5 percent of the supplied wheat, 42 percent of legumes, 78 percent of poultry, 42 percent of pork, and 92 percent of vegetable oil. Armenia's high dependency on food imports means food prices remain highly vulnerable to shocks in external food markets. The domestic food price volatility index stands at nearly 12 percent, demonstrating Armenia's high month-to-month fluctuation in prices of foods.

For more information on food supplier contact details, please see the following link: [4.10 Armenia Supplier Contact List](#)

Retail Sector

AT Kearney notes that Armenia still has an unsaturated retail market which is shifting rapidly to modern formats. In Yerevan, the country's capital and home to about 80 percent of the country's retail sales, shoppers spend almost \$100 million monthly on consumer goods, primarily food. Home improvement, clothing, and furniture are the top non-food categories. Retail trade is moving from small and medium stores to large trade centers, including supermarkets. Currently, there are several malls and large stores operating in Yerevan involved in trade of food and consumer products. Supermarkets are the most frequently used stores for FMCG (Fast Moving Consumer Goods) purchases in Yerevan. From international players Carrefour hypermarket is functioning in Armenia. The established retailers are mainly stable.

Types of Retailers Available	
Type of Retailer	Rank (1-5, where 5 is the most common)
Supermarket – concentrates mainly in supplying a range of food, beverage, cleaning and sanitation products; have significant purchasing power; are often part of national/regional/global chains.	5
Convenience Store/Mini Market – medium sized shop; offers a more limited range of products than supermarkets; usually has good/stable purchasing power; may be part of chain or cooperative.	4
Permanent shop with strong supply capacity – individually/family owned store; usually offers fewer commodities and a limited selection of brands; good storage and reliable supply options.	3
Permanent shop with limited supply capacity – individually/family owned store; offers fewer commodities and a limited selection of brands; limited storage and unstable supply options.	2
Mobile Shop/Market Stand – individually/family owned store; usually offers fewer commodities and a limited selection of brands; may be found at outdoor markets, camps or unstable environments.	1

Wholesale – Alex Holding Co. LTD

Supplier Overview	
Company Name	Alex Holding Co. LTD
Address	Armenia, 0065, Yerevan, Tichina St. 3rd Lane, 2/2 Building
Does the supplier have its own production / manufacturing capacity?	Yes/ The supplier is engaged in food processing.
Does the supplier have its own retail capacity?	Yes / The supplier owns the supermarket chain Yerevan City
Does the supplier have its own transport capacity?	Yes
Does the supplier have its own storage facilities?	Yes
Approximate Turnover in MT	The Holding was one of the biggest tax payers in Armenia in 2018
Payment Methods Accepted	Cash, card

Other Locations	
Region(s)	Service Location(s)
Yerevan	22 supermarkets, all districts

Primary Goods / Commodities Available		
Commodities by Type** (<i>SITC Rev 4 Division Code - Title</i>)		Comments
00 - Live animals (other than fish, crustaceans, molluscs, etc.)	i.e. sheep and goats, swine, poultry...	Produced locally
01 - Meat and meat preparations	i.e. meat of bovine animals, meat of sheep, dried or smoked meat of swine, sausages...	Produced locally and imported
02 - Dairy products and birds' eggs	i.e. milk, yogurt, butter, cheese, eggs...	Produced locally and imported
03 - Fish (not marine mammals), crustaceans, molluscs...	i.e. fish (chilled or frozen), fish (salted or in brine), fish liver and roes...	Produced locally and imported
04 - Cereals and cereal preparations	i.e. wheat, rice, flour of maize, pasta...	Produced locally and imported
05 - Vegetables and fruit	i.e. vegetables, fruit and nuts, jams/jellies, fruit juices...	Produced locally and imported
06 - Sugars, sugar preparations and honey	i.e. sugars (beet or cane) raw, natural honey, fruit/nuts preserved by sugar ...	Produced locally and imported
07 - Coffee, tea, cocoa, spices and manufactures thereof	i.e. coffee, cocoa, chocolate, tea, mate, pepper...	Produced locally and imported
09 - Miscellaneous edible products and preparations	i.e. ready-to-eat foods, margarine, sauces, soups and broths, yeasts...	Produced locally and imported
41 - Animal oils and fats	i.e. lard, fats and oils...	Produced locally and imported
42/43 - Fixed vegetable fats and oils, crude, refined or fractionated	i.e. soya bean oil, olive oil, maize oil, vegetable oil...	Produced locally and imported

****For non-FOOD products please see section 3.5.2 Additional Suppliers, and for FUEL/PETROLEUM products please see section 3.1 Fuel.**

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