



Skin Care in Algeria

April 2024

Table of Contents

Skin Care in Algeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand remains reasonably robust despite weakened purchasing power

Consumer increasingly favour products offering multiple benefits

Domestic players gain ground but multinationals continue to dominate

PROSPECTS AND OPPORTUNITIES

Skin care expected to expand steadily in volume and value terms

Category will remain highly exposed to inflationary pressures and import barriers

More natural and versatile products will continue to gain popularity

CATEGORY DATA

Table 1 - Sales of Skin Care by Category: Value 2018-2023

Table 2 - Sales of Skin Care by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Skin Care: % Value 2019-2023

Table 4 - LBN Brand Shares of Skin Care: % Value 2020-2023

Table 5 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 6 - Forecast Sales of Skin Care by Category: Value 2023-2028

Table 7 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

Beauty and Personal Care in Algeria - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 8 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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