



Beauty and Personal Care in Algeria

April 2024

Table of Contents

Beauty and Personal Care in Algeria

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

Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Relatively high birth rates continue to boost demand

Baby wipes is the most dynamic performer in volume growth terms

Local company Laboratoires Venus Sapeco maintains overall lead

PROSPECTS AND OPPORTUNITIES

Favourable demographic and socioeconomic trends will continue to fuel growth

Inflationary pressures will remain a drag on demand for some time

Domestic producers expected to gain ground

CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 16 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 17 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 18 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 19 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 20 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

Bath and Shower in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Necessity status of key product types ensures overall demand remains solid
Body wash/shower gel shows the fastest development
Unilever continues to lead competitive landscape dominated by mass brands

PROSPECTS AND OPPORTUNITIES

Steady growth in total volume and current value sales anticipated
Bar soap set to remain the dominant category
Cost-of-living crisis will continue to constrain demand in the short-to-medium term

CATEGORY DATA

Table 21 - Sales of Bath and Shower by Category: Value 2018-2023
Table 22 - Sales of Bath and Shower by Category: % Value Growth 2018-2023
Table 23 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
Table 24 - NBO Company Shares of Bath and Shower: % Value 2019-2023
Table 25 - LBN Brand Shares of Bath and Shower: % Value 2020-2023
Table 26 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
Table 27 - Forecast Sales of Bath and Shower by Category: Value 2023-2028
Table 28 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
Table 29 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

Colour Cosmetics in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand dips as high inflation continues to erode purchasing power
Colour cosmetics profits from rising participation of women in Algerian workforce
International brands remain dominant

PROSPECTS AND OPPORTUNITIES

Overall demand for colour cosmetics expected to remain robust
Inflationary pressures and import restrictions will continue to pose challenges
Threat from illicit trade likely to intensify

CATEGORY DATA

Table 30 - Sales of Colour Cosmetics by Category: Value 2018-2023
Table 31 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
Table 32 - Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
Table 35 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
Table 36 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
Table 37 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028
Table 38 - Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2023-2028

Deodorants in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising cost of living leads more consumers to choose deodorants over fragrances
Algerians overwhelmingly favour deodorant sprays
Unilever maintains overall lead as cheaper domestic brands gain ground

PROSPECTS AND OPPORTUNITIES

Use of deodorants will continue to rise steadily
Trading down expected to temper value growth potential
Dominance of deodorant sprays set to remain unchallenged

CATEGORY DATA

Table 39 - Sales of Deodorants by Category: Value 2018-2023
Table 40 - Sales of Deodorants by Category: % Value Growth 2018-2023
Table 41 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023
Table 42 - NBO Company Shares of Deodorants: % Value 2019-2023
Table 43 - LBN Brand Shares of Deodorants: % Value 2020-2023
Table 44 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023
Table 45 - Forecast Sales of Deodorants by Category: Value 2023-2028
Table 46 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
Table 47 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

Depilatories in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand slows amidst rising use of home-made hair removal methods
Hair removers/bleaches remains the dominant category
Laboratoires Venus Sapeco retains its strong lead

PROSPECTS AND OPPORTUNITIES

Outlook is positive but depilatories will remain a niche area
Competition from beauty salons will continue to limit growth potential
Women's razors and blades expected to be the most dynamic category

CATEGORY DATA

Table 48 - Sales of Depilatories by Category: Value 2018-2023
Table 49 - Sales of Depilatories by Category: % Value Growth 2018-2023
Table 50 - NBO Company Shares of Depilatories: % Value 2019-2023
Table 51 - LBN Brand Shares of Depilatories: % Value 2020-2023
Table 52 - Forecast Sales of Depilatories by Category: Value 2023-2028
Table 53 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Fragrances in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Heightened budget-consciousness weakens overall demand
Mass fragrances outperforms the premium segment
Global brands continue to dominate the category

PROSPECTS AND OPPORTUNITIES

Demand set to improve steadily as inflationary pressures recede
Illicit trade will continue to restrict category's expansion prospects
Mass men's fragrances set to remain the most dynamic performer

CATEGORY DATA

Table 54 - Sales of Fragrances by Category: Value 2018-2023

Table 55 - Sales of Fragrances by Category: % Value Growth 2018-2023

Table 56 - NBO Company Shares of Fragrances: % Value 2019-2023

Table 57 - LBN Brand Shares of Fragrances: % Value 2020-2023

Table 58 - LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 59 - LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 60 - Forecast Sales of Fragrances by Category: Value 2023-2028

Table 61 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

Hair Care in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair care shows modestly improved performance in volume and value growth terms

Consumers favour more affordable brands as purchasing power falls

Domestic producer Laboratoires Venus Sapeco maintains overall lead

PROSPECTS AND OPPORTUNITIES

Overall demand set to remain buoyant

Maturity and inflationary pressures expected to temper volume growth

Interest in products with stronger health and sustainability credentials likely to rise

CATEGORY DATA

Table 62 - Sales of Hair Care by Category: Value 2018-2023

Table 63 - Sales of Hair Care by Category: % Value Growth 2018-2023

Table 64 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 65 - NBO Company Shares of Hair Care: % Value 2019-2023

Table 66 - LBN Brand Shares of Hair Care: % Value 2020-2023

Table 67 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 68 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 69 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 70 - Forecast Sales of Hair Care by Category: Value 2023-2028

Table 71 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 72 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

Men's Grooming in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising image-consciousness among Algerian men continues to boost sales

Growing preference for facial hair subdues demand in men's shaving

Procter & Gamble remains clear leader as import restrictions stimulate illicit trade

PROSPECTS AND OPPORTUNITIES

Interest in men's grooming products set to continue rising steadily

Cost-of-living squeeze and informal sales will hamper growth potential

Men's razors and blades and deodorants will remain the most widely used products

CATEGORY DATA

Table 73 - Sales of Men's Grooming by Category: Value 2018-2023

Table 74 - Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 75 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 76 - Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 77 - NBO Company Shares of Men's Grooming: % Value 2019-2023
Table 78 - LBN Brand Shares of Men's Grooming: % Value 2020-2023
Table 79 - LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023
Table 80 - Forecast Sales of Men's Grooming by Category: Value 2023-2028
Table 81 - Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

Oral Care in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Impact of cost-of-living crisis mitigated by rising health- and image-consciousness
Dental floss posts fastest growth in volume and current value sales
Colgate-Palmolive maintains overall lead in multinational-dominated field

PROSPECTS AND OPPORTUNITIES

Oral care retains solid prospects for further growth in Algeria
Economic challenges will remain a drag on demand for some time
Interest in products with added-value benefits set to rise

CATEGORY DATA

Table 82 - Sales of Oral Care by Category: Value 2018-2023
Table 83 - Sales of Oral Care by Category: % Value Growth 2018-2023
Table 84 - Sales of Toothbrushes by Category: Value 2018-2023
Table 85 - Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 86 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 87 - NBO Company Shares of Oral Care: % Value 2019-2023
Table 88 - LBN Brand Shares of Oral Care: % Value 2020-2023
Table 89 - Forecast Sales of Oral Care by Category: Value 2023-2028
Table 90 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 91 - Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 92 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

Skin Care in Algeria

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 93 - Sales of Skin Care by Category: Value 2018-2023
Table 94 - Sales of Skin Care by Category: % Value Growth 2018-2023
Table 95 - NBO Company Shares of Skin Care: % Value 2019-2023
Table 96 - LBN Brand Shares of Skin Care: % Value 2020-2023
Table 97 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023
Table 98 - Forecast Sales of Skin Care by Category: Value 2023-2028

Table 99 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

Sun Care in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising awareness of harmful effects of UV rays continues to buoy demand
Algerians show growing preference for products with higher levels of SPF
Laboratoires Venus Sapeco retains sizeable overall lead

PROSPECTS AND OPPORTUNITIES

Sun care will continue to benefit from rising health awareness among Algerians
Price hikes and reduced purchasing power will depress volume growth prospects
Baby and child-specific sun care projected to be the strongest performer

CATEGORY DATA

Table 100 - Sales of Sun Care by Category: Value 2018-2023
Table 101 - Sales of Sun Care by Category: % Value Growth 2018-2023
Table 102 - Sales of Sun Care by Premium vs Mass: % Value 2018-2023
Table 103 - NBO Company Shares of Sun Care: % Value 2019-2023
Table 104 - LBN Brand Shares of Sun Care: % Value 2020-2023
Table 105 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
Table 106 - Forecast Sales of Sun Care by Category: Value 2023-2028
Table 107 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Premium Beauty and Personal Care in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for premium products remains fairly solid despite rising cost of living
Premium colour cosmetics grows fastest in current value terms
International brands continue to dominate the premium segment

PROSPECTS AND OPPORTUNITIES

Outlook for premium beauty and personal care is broadly favourable
Economic challenges, increasing maturity and illicit trade will temper growth potential
Premium fragrances and colour cosmetics set to remain the largest categories

CATEGORY DATA

Table 108 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023
Table 109 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 110 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
Table 111 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023
Table 112 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028
Table 113 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

Mass Beauty and Personal Care in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass products continue to dominate beauty and personal care in Algeria
Illicit trade increases as high inflation erodes purchasing power

Multinationals face growing challenge from domestic producers

PROSPECTS AND OPPORTUNITIES

Macroeconomic factors will continue to favour the mass segment

Mass products set to gain ground in sun care

Modernisation of retailing landscape will remain important demand driver

CATEGORY DATA

Table 114 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 115 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 116 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 117 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 118 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 119 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-algeria/report.