

Wipes in Algeria

April 2025

Table of Contents

Wipes in Algeria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume growth rates slow but overall demand remains reasonably resilient Leading company Hygienix loses ground to other domestic producers Small local grocers channel continues to dominate wipes distribution

PROSPECTS AND OPPORTUNITIES

Convenience factor and hygiene concerns will continue to broaden appeal of wipes Sales via e-commerce platforms expected to remain strong Hypoallergenic and eco-friendly products likely to be focal points for innovation

CATEGORY DATA

Table 1 - Retail Sales of Wipes by Category: Value 2019-2024

Table 2 - Retail Sales of Wipes by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Retail Wipes: % Value 2020-2024

Table 4 - LBN Brand Shares of Retail Wipes: % Value 2021-2024

Table 5 - Forecast Retail Sales of Wipes by Category: Value 2024-2029

Table 6 - Forecast Retail Sales of Wipes by Category: % Value Growth 2024-2029

Tissue and Hygiene in Algeria - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 7 - Birth Rates 2019-2024

Table 8 - Infant Population 2019-2024

Table 9 - Female Population by Age 2019-2024

Table 10 - Total Population by Age 2019-2024

Table 11 - Households 2019-2024

Table 12 - Forecast Infant Population 2024-2029

Table 13 - Forecast Female Population by Age 2024-2029

Table 14 - Forecast Total Population by Age 2024-2029

Table 15 - Forecast Households 2024-2029

MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024

Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024

Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024

Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024

Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024

Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024

Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024

Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029

Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

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