

# Hair Care in Algeria

April 2024

**Table of Contents** 

# Hair Care in Algeria - Category analysis

# **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 1 - Sales of Hair Care by Category: Value 2018-2023
Table 2 - Sales of Hair Care by Category: % Value Growth 2018-2023
Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023
Table 4 - NBO Company Shares of Hair Care: % Value 2019-2023
Table 5 - LBN Brand Shares of Hair Care: % Value 2020-2023
Table 6 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2023
Table 7 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
Table 8 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023
Table 9 - Forecast Sales of Hair Care by Category: Value 2023-2028
Table 10 - Forecast Sales of Hair Care by Premium vs Mass: % Value 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 12 - Sales of Beauty and Personal Care by Category: Value 2018-2023

- Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 18 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 21 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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