

Hair Care in Algeria

April 2024

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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

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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

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