

Home Care in Algeria

February 2024

Table of Contents

Home Care in Algeria

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscapes

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 - Households 2018-2023

MARKET DATA

Table 2 - Sales of Home Care by Category: Value 2018-2023

Table 3 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 - NBO Company Shares of Home Care: % Value 2019-2023

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

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

Table 7 - Distribution of Home Care by Format: % Value 2018-2023

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

Table 9 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Air Care in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic instability leads to limited growth in 2023

Interest in incense and essential oils is hampering growth

SC Johnson & Son Inc retains its leadership in air care

PROSPECTS AND OPPORTUNITIES

Solid potential for further development in air care

Falling purchasing power to threaten outlook

Spray/aerosol air fresheners will maintain popularity even as other products gain ground

CATEGORY DATA

Table 11 - Sales of Air Care by Category: Value 2018-2023

Table 12 - Sales of Air Care by Category: % Value Growth 2018-2023

Table 13 - NBO Company Shares of Air Care: % Value 2019-2023

Table 14 - LBN Brand Shares of Air Care: % Value 2020-2023

Table 15 - Forecast Sales of Air Care by Category: Value 2023-2028

Table 16 - Forecast Sales of Air Care by Category: % Value Growth 2023-2028

Bleach in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued positive growth in 2023 due to disinfecting properties
Economic concerns will continue to impact demand for bleach
Henkel maintains its leadership in bleach

PROSPECTS AND OPPORTUNITIES

Positive performance will prevail in forthcoming years
Economic conditions to stifle growth
Bleach manufacturers are likely to focus on new product developments

CATEGORY DATA

Table 17 - Sales of Bleach: Value 2018-2023
Table 18 - Sales of Bleach: % Value Growth 2018-2023
Table 19 - NBO Company Shares of Bleach: % Value 2019-2023
Table 20 - LBN Brand Shares of Bleach: % Value 2020-2023
Table 21 - Forecast Sales of Bleach: Value 2023-2028
Table 22 - Forecast Sales of Bleach: % Value Growth 2023-2028

[Dishwashing in Algeria](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth slowdown due to economic hardship
Majority of Algerian homemakers wash dishes by hand although automatic dishwashing is gaining traction
Competition between global and local players is intensifying

PROSPECTS AND OPPORTUNITIES

Positive volume growth lies ahead fuelled by modern retail developments and urbanisation
Automatic dishwashing spearheaded by changing lifestyles
Price sensitivity to shape purchasing patterns

CATEGORY INDICATORS

Table 23 - Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 24 - Sales of Dishwashing by Category: Value 2018-2023
Table 25 - Sales of Dishwashing by Category: % Value Growth 2018-2023
Table 26 - NBO Company Shares of Dishwashing: % Value 2019-2023
Table 27 - LBN Brand Shares of Dishwashing: % Value 2020-2023
Table 28 - Forecast Sales of Dishwashing by Category: Value 2023-2028
Table 29 - Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

[Home Insecticides in Algeria](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising population and warmer climate underpins sales
Economic downturn continues to dampen category performance
Strong presence of local players in home insecticides

PROSPECTS AND OPPORTUNITIES

Weather and population growth will continue to shape category performance
Home insecticides value sales are likely to slow down
Spray/aerosol insecticides to remain the most relevant category

CATEGORY DATA

Table 30 - Sales of Home Insecticides by Category: Value 2018-2023

Table 31 - Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 32 - NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 33 - LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 34 - Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 35 - Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

Laundry Care in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers depend on basic laundry care products

Stronger growth potential in liquid detergents

Multinationals remain the clear leaders in laundry care

PROSPECTS AND OPPORTUNITIES

Urbanisation and population growth to fuel category development

Anticipated slowdown due to maturity and economic downturn

Powder detergents to retain mass appeal

CATEGORY INDICATORS

Table 36 - Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 37 - Sales of Laundry Care by Category: Value 2018-2023

Table 38 - Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 39 - Sales of Laundry Aids by Category: Value 2018-2023

Table 40 - Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 41 - Sales of Laundry Detergents by Category: Value 2018-2023

Table 42 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 43 - NBO Company Shares of Laundry Care: % Value 2019-2023

Table 44 - LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 45 - NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 46 - LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 47 - NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 48 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 49 - Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 50 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

Polishes in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume growth is stifled by lower household budgets

Evolving fashions and sporty footwear are hindering developments in shoe polish

Spring Sarl leads in polishes with S C Johnson brand

PROSPECTS AND OPPORTUNITIES

Healthy growth expected as consumer awareness of polishes rises

Furniture polish will remain most popular type

High prices expected to stifle demand for polishes

CATEGORY DATA

Table 51 - Sales of Polishes by Category: Value 2018-2023

Table 52 - Sales of Polishes by Category: % Value Growth 2018-2023

Table 53 - NBO Company Shares of Polishes: % Value 2019-2023

Table 54 - LBN Brand Shares of Polishes: % Value 2020-2023

Table 55 - Forecast Sales of Polishes by Category: Value 2023-2028

Table 56 - Forecast Sales of Polishes by Category: % Value Growth 2023-2028

Surface Care in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Surface care faces slowdown as consumers put brakes on expenditure

Multi-purpose cleaners remain the dominant choice

Local offers continue to expand in surface care

PROSPECTS AND OPPORTUNITIES

Changing lifestyle patterns continue to drive sales of surface care

Low demand is expected for premium and eco-friendly products

Multi-purpose cleaners will remain top of mind

CATEGORY DATA

Table 57 - Sales of Surface Care by Category: Value 2018-2023

Table 58 - Sales of Surface Care by Category: % Value Growth 2018-2023

Table 59 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 60 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 61 - NBO Company Shares of Surface Care: % Value 2019-2023

Table 62 - LBN Brand Shares of Surface Care: % Value 2020-2023

Table 63 - Forecast Sales of Surface Care by Category: Value 2023-2028

Table 64 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

Toilet Care in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Heightened budget consciousness hampers demand for toilet care

Toilet liquids/foam remain the most relevant toilet care product

Price outweighs brand loyalty

PROSPECTS AND OPPORTUNITIES

Moderate growth is anticipated in toilet care

Toilet liquids/foam to remain preferred consumer choice

Category growth will be hindered by high prices

CATEGORY DATA

Table 65 - Sales of Toilet Care by Category: Value 2018-2023

Table 66 - Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 67 - NBO Company Shares of Toilet Care: % Value 2019-2023

Table 68 - LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 69 - Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 70 - Forecast Sales of Toilet 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/home-care-in-algeria/report.