



# Sun Care in Algeria

April 2024

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## Sun Care in Algeria - Category analysis

### 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

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