

Men's Grooming in Algeria

April 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising image-consciousness among Algerian men continues to boost sales
Growing preference for facial hair subdues demand in men's shaving
Procter & Gamble remains clear leader as import restrictions stimulate illicit trade

PROSPECTS AND OPPORTUNITIES

Interest in men's grooming products set to continue rising steadily
Cost-of-living squeeze and informal sales will hamper growth potential
Men's razors and blades and deodorants will remain the most widely used products

CATEGORY DATA

Table 1 - Sales of Men's Grooming by Category: Value 2018-2023
Table 2 - Sales of Men's Grooming by Category: % Value Growth 2018-2023
Table 3 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023
Table 4 - Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023
Table 5 - NBO Company Shares of Men's Grooming: % Value 2019-2023
Table 6 - LBN Brand Shares of Men's Grooming: % Value 2020-2023
Table 7 - LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023
Table 8 - Forecast Sales of Men's Grooming by Category: Value 2023-2028
Table 9 - Forecast Sales of Men's Grooming by Category: % Value Growth 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 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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