



# Men's Grooming in Algeria

April 2024

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## Men's Grooming in Algeria - Category analysis

### 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  
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