



Depilatories in Algeria

April 2024

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Depilatories in Algeria - Category analysis

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2023 DEVELOPMENTS

Demand slows amidst rising use of home-made hair removal methods

Hair removers/bleaches remains the dominant category

Laboratoires Venus Sapeco retains its strong lead

PROSPECTS AND OPPORTUNITIES

Outlook is positive but depilatories will remain a niche area

Competition from beauty salons will continue to limit growth potential

Women's razors and blades expected to be the most dynamic category

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DISCLAIMER

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