

Retail Tissue in Algeria

March 2024

Table of Contents

Retail Tissue in Algeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price more important than quality as disposable incomes decline in 2023
Changing lifestyle trends support demand for paper napkins and paper towels
Faderco continues to gain share due to import restrictions

PROSPECTS AND OPPORTUNITIES

Growth supported by population growth and an increased focus on hygiene
Toilet paper will remain the most dominant area
Affordability will drive sales of kitchen towels and facial tissues

CATEGORY DATA

Table 1 - Retail Sales of Tissue by Category: Value 2018-2023
Table 2 - Retail Sales of Tissue by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Retail Tissue: % Value 2019-2023
Table 4 - LBN Brand Shares of Retail Tissue: % Value 2020-2023
Table 5 - Forecast Retail Sales of Tissue by Category: Value 2023-2028
Table 6 - Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

Tissue and Hygiene in Algeria - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS

Table 7 - Birth Rates 2018-2023
Table 8 - Infant Population 2018-2023
Table 9 - Female Population by Age 2018-2023
Table 10 - Total Population by Age 2018-2023
Table 11 - Households 2018-2023
Table 12 - Forecast Infant Population 2023-2028
Table 13 - Forecast Female Population by Age 2023-2028
Table 14 - Forecast Total Population by Age 2023-2028
Table 15 - Forecast Households 2023-2028

MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
Table 20 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023
Table 21 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023
Table 22 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028
Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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SOURCES

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