

Menstrual Care in Algeria

March 2024

Table of Contents

Menstrual Care in Algeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Menstrual care volume growth remains healthy in 2023 Low growth potential for small niches in the category

Procter & Gamble has lost significant ground

PROSPECTS AND OPPORTUNITIES

Rising urbanisation and more working women will support future growth High growth potential for pantyliners due to low level of consumption Standard towels with wings will remain the star product area

CATEGORY DATA

Table 1 - Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 2 - Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 4 - LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 5 - Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 6 - Forecast Retail Sales of Menstrual Care 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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