

# 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

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### SOURCES

Summary 1 - Research Sources

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