EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
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Retailing developments
What next for beauty and personal care?

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DISCLAIMER

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Baby and Child-Specific Products in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Relatively high birth rates continue to boost demand
Baby wipes is the most dynamic performer in volume growth terms
Local company Laboratoires Venus Sapeco maintains overall lead

PROSPECTS AND OPPORTUNITIES

Favourable demographic and socioeconomic trends will continue to fuel growth
Inflationary pressures will remain a drag on demand for some time
Domestic producers expected to gain ground

CATEGORY DATA

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Necessity status of key product types ensures overall demand remains solid
Body wash/shower gel shows the fastest development
Unilever continues to lead competitive landscape dominated by mass brands

PROSPECTS AND OPPORTUNITIES

Steady growth in total volume and current value sales anticipated
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Colour Cosmetics in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand dips as high inflation continues to erode purchasing power
Colour cosmetics profits from rising participation of women in Algerian workforce
International brands remain dominant

PROSPECTS AND OPPORTUNITIES

Overall demand for colour cosmetics expected to remain robust
Inflationary pressures and import restrictions will continue to pose challenges
Threat from illicit trade likely to intensify

CATEGORY DATA

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Deodorants in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising cost of living leads more consumers to choose deodorants over fragrances
Algerians overwhelmingly favour deodorant sprays
Unilever maintains overall lead as cheaper domestic brands gain ground
PROSPECTS AND OPPORTUNITIES

Use of deodorants will continue to rise steadily
Trading down expected to temper value growth potential
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KEY DATA FINDINGS

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

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Competition from beauty salons will continue to limit growth potential
Women’s razors and blades expected to be the most dynamic category

CATEGORY DATA

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Fragrances in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Heightened budget-consciousness weakens overall demand
Mass fragrances outperforms the premium segment
Global brands continue to dominate the category

PROSPECTS AND OPPORTUNITIES

Demand set to improve steadily as inflationary pressures recede
Illicit trade will continue to restrict category’s expansion prospects
Mass men’s fragrances set to remain the most dynamic performer

CATEGORY DATA

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Hair Care in Algeria

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Hair care shows modestly improved performance in volume and value growth terms
Consumers favour more affordable brands as purchasing power falls
Domestic producer Laboratoires Venus Sapeco maintains overall lead

**PROSPECTS AND OPPORTUNITIES**

Overall demand set to remain buoyant
Maturity and inflationary pressures expected to temper volume growth
Interest in products with stronger health and sustainability credentials likely to rise

**CATEGORY DATA**

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Men's Grooming in Algeria

**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**

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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

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**Oral Care in Algeria**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Impact of cost-of-living crisis mitigated by rising health- and image-consciousness
Dental floss posts fastest growth in volume and current value sales
Colgate-Palmolive maintains overall lead in multinational-dominated field

**PROSPECTS AND OPPORTUNITIES**

Oral care retains solid prospects for further growth in Algeria
Economic challenges will remain a drag on demand for some time
Interest in products with added-value benefits set to rise

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**Skin Care in Algeria**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Demand remains reasonably robust despite weakened purchasing power
Consumer increasingly favour products offering multiple benefits
Domestic players gain ground but multinationals continue to dominate

**PROSPECTS AND OPPORTUNITIES**

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Category will remain highly exposed to inflationary pressures and import barriers
More natural and versatile products will continue to gain popularity

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Sun Care in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS
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Algerians show growing preference for products with higher levels of SPF
Laboratoires Venus Sapeco retains sizeable overall lead

PROSPECTS AND OPPORTUNITIES
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Premium Beauty and Personal Care in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS
Demand for premium products remains fairly solid despite rising cost of living
Premium colour cosmetics grows fastest in current value terms
International brands continue to dominate the premium segment

PROSPECTS AND OPPORTUNITIES
Outlook for premium beauty and personal care is broadly favourable
Economic challenges, increasing maturity and illicit trade will temper growth potential
Premium fragrances and colour cosmetics set to remain the largest categories

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Mass Beauty and Personal Care in Algeria

KEY DATA FINDINGS

2023 DEVELOPMENTS
Mass products continue to dominate beauty and personal care in Algeria
Illicit trade increases as high inflation erodes purchasing power
Multinationals face growing challenge from domestic producers

PROSPECTS AND OPPORTUNITIES

Macroeconomic factors will continue to favour the mass segment
Mass products set to gain ground in sun care
Modernisation of retailing landscape will remain important demand driver

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