Hair Care in Algeria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Shampoo and 2-in-1 products remain core products
Slower growth due to the economic uncertainty
Foreign brands enjoy strong recognition among Algerians

PROSPECTS AND OPPORTUNITIES

Hair care is expected to develop slowly over the forecast period
Shift to mass brands will mitigate category growth
Product development to focus on natural and organic products

CATEGORY DATA

Table 1 - Sales of Hair Care by Category: Value 2017-2022
Table 2 - Sales of Hair Care by Category: % Value Growth 2017-2022
Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2017-2022
Table 4 - NBO Company Shares of Hair Care: % Value 2018-2022
Table 5 - LBN Brand Shares of Hair Care: % Value 2019-2022
Table 6 - NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022
Table 7 - LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022
Table 8 - LBN Brand Shares of Premium Hair Care: % Value 2019-2022
Table 9 - Forecast Sales of Hair Care by Category: Value 2022-2027
Table 10 - Forecast Sales of Hair Care by Category: % Value Growth 2022-2027
Table 11 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 17 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 18 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 19 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 20 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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