

Deodorants in Algeria

Market Direction | 2023-04-28 | 18 pages | Euromonitor

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Report description:

The ongoing economic hardship in Algeria was exacerbated by the start of the war in Ukraine leading to rising inflation and the depreciation of the Algerian dinar in 2022. With levels of disposable income being squeezed, affordability became a pressing issue driving consumers towards cheaper, local brands of deodorant. These factors have slowed down volume sales growth, while soaring inflation rates led to higher growth in current value terms.

Euromonitor International's Deodorants in Algeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Deodorants market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Deodorant sprays remain most common format

Unilever Algeria boosts its lead aided by heavy marketing support and affordable price positioning

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