

## **Premium Beauty and Personal Care in Algeria**

Market Direction | 2023-04-28 | 19 pages | Euromonitor

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### **Report description:**

Premium beauty and personal care is seeing strong growth in current value terms due to price spikes in 2022, although retail volume growth has been more modest. Overall growth has largely been underpinned by the performance of colour cosmetics and fragrances with both of these categories remaining resilient despite the economic downturn. Wearing a fragrance is very popular among Algerians who directly associate it with social status. Moreover, affluent consumers have been less affected by the ec...

Euromonitor International's Premium Beauty and Personal Care 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Skin Care.

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

Why buy this report?

- \* Get a detailed picture of the Premium Beauty and Personal Care 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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Positive growth in premium segment driven by small affluent consumer base

Economic uncertainty limits demand for premium beauty and personal care

Illicit trade and counterfeit products disrupts premium segment

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Premium segment to be sustained by several positive trends

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Fragrances, colour cosmetics and skin care will remain the most relevant categories

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