

Menstrual Care in Algeria

Market Direction | 2024-03-07 | 19 pages | Euromonitor

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Report description:

In 2023, volume sales of menstrual care in Algeria recorded higher growth than the previous year as players in the market aimed to maintain reasonable prices despite inflation, which boosted demand. Healthy volume growth was also supported by menstrual care products remaining essential products for many women in the country, as well as an increasing population.

Euromonitor International's Menstrual 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 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Menstrual Care Including Intimate Wipes, Pantyliners, Tampons, Towels.

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

Why buy this report?

- * Get a detailed picture of the Menstrual 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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Menstrual care volume growth remains healthy in 2023

Low growth potential for small niches in the category

Procter & Gamble has lost significant ground

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High growth potential for pantyliners due to low level of consumption

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