

## **Bath and Shower in Algeria**

Market Direction | 2024-04-18 | 20 pages | Euromonitor

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### **Report description:**

Overall volume and current value growth rates for bath and shower in Algeria in 2023 were slightly weaker than those recorded in 2022. This was partly due to increasing maturity, though the slowdown also reflected heightened budget-consciousness among consumers as inflationary pressures continued to drive up unit prices and depress purchasing power. Nonetheless, because these types of products are considered basic necessities for daily hygiene, demand remained reasonably stable on the whole, wit...

Euromonitor International's Bath and Shower 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- \* Get a detailed picture of the Bath and Shower 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.

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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Body wash/shower gel shows the fastest development

Unilever continues to lead competitive landscape dominated by mass brands

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