

Deodorants in Algeria

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

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Report description:

Like most areas of the beauty and personal care market, deodorants saw growth in total volume and current value sales dip in 2023 as persistent inflationary pressures continued to fuel price hikes and erode purchasing power in Algeria. However, the category's exposure to the cost-of-living crisis was mitigated by the fact that these products are relatively inexpensive and widely seen as a basic necessity due to the country's hot climate. Favourable demographic trends, rising urbanisation and inc...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Rising cost of living leads more consumers to choose deodorants over fragrances

Algerians overwhelmingly favour deodorant sprays

Unilever maintains overall lead as cheaper domestic brands gain ground

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Trading down expected to temper value growth potential

Dominance of deodorant sprays set to remain unchallenged

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