

Fragrances in Algeria

Market Direction | 2024-04-18 | 21 pages | Euromonitor

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Report description:

Fragrances saw growth in total volume and current value sales slow in 2023, with all categories recording poorer results than in 2022. The downturn was mainly attributable to stubbornly high inflation, which continued to place upward pressure on unit prices and erode purchasing power among Algerians. Indeed, because these products are comparatively expensive, fragrances was among the areas of the local beauty and personal care market that was harder hit as consumers reined in non-essential spend...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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Heightened budget-consciousness weakens overall demand

Mass fragrances outperforms the premium segment

Global brands continue to dominate the category

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