

## **Hair Care in Algeria**

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

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### **Report description:**

Hair care was one of the better performing areas of the Algerian beauty and personal care market in 2023, in that total volume and current value growth rates were up slightly on 2022. This was mainly due to robust demand for standard shampoos and 2-in-1 products, which account for the lion's share of sales. These product types are reasonably affordable and considered basic essentials, which helped to insulate them from more cautious attitudes to spending as high inflation continued to weaken pur...

Euromonitor International's Hair 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- \* Get a detailed picture of the Hair 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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Euromonitor International  
April 2024

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Consumers favour more affordable brands as purchasing power falls

Domestic producer Laboratoires Venus Sapeco maintains overall lead

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