

ALDAR in Home Care (Algeria)

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Abstracts

“L’Algérienne des Aérosols” – ALDAR – is expected to remain a state-owned company over the forecast period and is also expected to continue to be underfunded. This is likely to continue to result in a lack of new product development and marketing support, with the company set to continue to slowly lose share within home insecticides and air care over the forecast period. ALDAR is expected to continue to offer basic economy products, and as disposable income levels decline due to the economic cri...

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