

# Mass Beauty and Personal Care in Algeria

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## Abstracts

The mass segment continues to dominate in 2022 reflecting the low cost requirements of the Algerian population. The quality of mass brands, many of which are imported foreign brands, satisfies the demands of even the most affluent consumers in Algeria. Mass hair care and mass deodorants remained the biggest categories in 2022 in current value terms, both recording high growth. However, mass colour cosmetics saw particularly strong growth in 2022 as COVID-19 restrictions dissipated. Women are usi...

Euromonitor International's Mass Beauty and Personal 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin Care.

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

### Why buy this report?

Get a detailed picture of the Mass Beauty and Personal 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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