



Euromonitor
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Skin Care in Algeria

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Skin care sees modest growth as consumers continue to prioritise self-care
- Henkel Algérie leads skin care, but local players gain ground amid import restrictions
- Pharmacies retain their leading position, despite losing ground to supermarkets and e-commerce

PROSPECTS AND OPPORTUNITIES

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- Multi-benefit products will gain traction
- Natural and organic offerings will see rising consumer interest

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Beauty and Personal Care in Algeria - Industry Overview

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DISCLAIMER

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