



# Air Care in Algeria

April 2026

Table of Contents

## [Air Care in Algeria - Category analysis](#)

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

A Growing Urban Population Fuels Demand for Air Care

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Air Care

### INDUSTRY PERFORMANCE

A Growing Urban Population Fuels Demand for Air Care

Spray/Aerosol Air Fresheners Leads Share through Convenience and Efficacy

Premiumisation and Sustainability Drive Market Growth

Chart 2 - Air Wick Successfully Democratized Olfactory Luxury by Offering Elegant and Efficient Products

Chart 3 - Value Sales of Air Care 2020-2030

Chart 4 - Volume Sales of Air Care 2020-2030

Chart 5 - Value Sales of Air Care by Category 2025

### WHAT'S NEXT?

Natural and Premium Demands Are Set to Influence Air Care Innovation

Chart 6 - Analyst Insight for Air Care

Spray/Aerosol Air Fresheners Is Set to Retain the Lead, However, Competition Will Rise

Premiumisation, Health and Wellness and Sustainability Are Set to Influence Air Care Products

Chart 7 - Forecast Value Sales of Air Care 2020-2030

Chart 8 - Forecast Value Sales of Air Care by Category 2025-2030

### COMPETITIVE LANDSCAPE

Sc Johnson & Son Ltd and Reckitt Benckiser Group Plc Maintain the Lead through Strong Brand Portfolios

Local Players Gain Momentum through Affordable yet Reliable Air Care Options

Chart 9 - Company Shares of Air Care 2025

Chart 10 - Brand Shares of Air Care 2025

### CHANNELS

Supermarkets Lead Air Care Sales through Accessibility and In-Store Convenience

Retail E-Commerce Gains Traction through Convenience and Expanding Availability

Chart 11 - Retail Channels for Air Care 2020-2025

### ECONOMIC CONTEXT

Chart 12 - Economic Context for Air Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 15 - Consumer Context for Air Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## [Home Care in Algeria - Industry Overview](#)

### EXECUTIVE SUMMARY

Growth Is Driven by Rising Hygiene Awareness and Ongoing Innovation

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

### INDUSTRY PERFORMANCE

Growth Is Driven by Rising Hygiene Awareness and Ongoing Innovation

Product Innovation and Health-Conscious Solutions Shape Home Care

Chart 20 - Brilex Bleach Brand: Softened Formulas in Safe Formats.

Sustainability Is Emerging as a Core Driver in Home Care

Chart 21 - Value Sales of Home Care 2020-2030

Chart 22 - Volume Sales of Home Care 2020-2030

Chart 23 - Value Sales of Home Care by Category 2025

### WHAT'S NEXT?

Urbanisation and Heightened Consumer Awareness Are Set to Support Growth

Chart 24 - Analyst Insight for Home Care

Sustainability Will Be a Key Focus of Innovation across the Forecast Period

Chart 25 - Air Wick, a Pioneer in Sustainable Air Care

Companies Will Adapt to Changing Preferences and Rising Consumer Spending

Chart 26 - Forecast Value Sales of Home Care 2020-2030

Chart 27 - Forecast Value Sales of Home Care by Category 2025-2030

### COMPETITIVE LANDSCAPE

Henkel Algérie Spa Strengthens Its Lead through Innovation and Distribution

Univers Détergent Sarl Drives Growth through Innovative Dishwashing Formats

Chart 28 - Aigle launches compact 500ml packs alongside family and economy formats.

Chart 29 - Company Shares of Home Care 2025

Chart 30 - Brand Shares of Home Care 2025

### CHANNELS

Small Local Grocers Dominate Home Care Sales through Convenience

Retail E-Commerce Gains Traction with Convenience and Variety

Chart 31 - Retail Channels for Home Care 2020-2025

### ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/air-care-in-algeria/report](http://www.euromonitor.com/air-care-in-algeria/report).