

Premium Beauty and Personal Care in Algeria April 2024

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Premium Beauty and Personal Care in Algeria - Category analysis

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Demand for premium products remains fairly solid despite rising cost of living

Premium colour cosmetics grows fastest in current value terms

International brands continue to dominate the premium segment

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Outlook for premium beauty and personal care is broadly favourable

Economic challenges, increasing maturity and illicit trade will temper growth potential

Premium fragrances and colour cosmetics set to remain the largest categories

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