



Bath and Shower in Algeria

April 2024

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Bath and Shower in Algeria - Category analysis

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2023 DEVELOPMENTS

Necessity status of key product types ensures overall demand remains solid
Body wash/shower gel shows the fastest development
Unilever continues to lead competitive landscape dominated by mass brands

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Steady growth in total volume and current value sales anticipated
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Cost-of-living crisis will continue to constrain demand in the short-to-medium term

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DISCLAIMER

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