



Deodorants in Algeria

June 2026

Table of Contents

Deodorants in Algeria - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Growing Consumer Expenditure and Urban Population Drive Growth

Big Players Leverage Sustainability and Longevity Trends to Strengthen Market Position

Chart 1 - Unilever Algeria: A key player in sustainability by 2025

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Adapt Buying Behaviour Amid Economic Challenges to Sustain Growth

Sprays to Dominate Sales While Sticks Capture Growth through Innovation

Natural and Multifunctional Products to Reshape Consumer Expectations and Innovation

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Stable Shares through Brand Loyalty and Advertising

Brand Loyalty and Extensive Advertising Underpin Continued Market Leadership

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets' Lead Driven by Modern Retail Expansion

E-Commerce Rises Rapidly as Consumers Seek Convenience

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Deodorants

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Deodorants

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Algeria - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Resilient Growth Driven by Rising Demand and Evolving Consumer Preferences

Hair Care Leads Value Sales as Urban Lifestyles Drive Demand for Multifunctional Products

Brands Drive Sustainability and Transparency to Build Trust

Chart 17 - Unilever Algeria is a Key Player in Sustainability by 2025

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Population Growth and Urbanisation to Sustain Demand Despite Economic Challenges

Rising Health Awareness and Affordability to Drive Growth in Sun Care and Baby and Child-Specific Products

Economic Pressures and Sustainability Trends to Reshape Consumer Behaviour and Innovation

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Global Players Sustain Lead with Broad Portfolios

Local Innovation and Aggressive Promotions Drive Growth Amid Steady Multinational Presence

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Lead

E-Commerce Emerges as Key Channel Amid Trust and Infrastructure Challenges

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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/deodorants-in-algeria/report.