



Euromonitor  
International

# Wipes in Algeria

April 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Wipes Summary

## KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

## INDUSTRY PERFORMANCE

Local Manufacturing Delivers Affordability as Wipes Spending Rises

Chart 2 - Bimbies' Affordability Focus

Mustela Launches Eco-Wipes as Sustainability Gains Traction

Chart 3 - Mustela Eco-Friendly Wipes

E-Commerce Broadens Access to Hygiene Essentials

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

## WHAT'S NEXT?

Rising Workforce Participation Drives Demand for Convenient Hygiene Solutions

Personal Wipes Will Remain Dominant, Driven by Multifunctionality

Eco-Friendly Launches Accelerate as Brands Address Sustainability

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Hygienix Sarl Maintains Lead through Multi-Brand Recognition

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

## CHANNELS

Small Local Grocers Sustain Dominance as E-Commerce Grows

Chart 10 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 11 - Economic Context for Wipes

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 14 - Consumer Context for Wipes

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Algeria - Industry Overview

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Local Brands Drive Affordable Hygiene Access as Retail Expands Reach

Chart 19 - Leryam Offers Affordability

Brands Win Shares with Wellness-Focused Design and Local Insight

Chart 20 - Bimbies Aligns with Clean Wellness

More Manufacturers Promote Sustainable Tissue as Eco-Conscious Demand Rises

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

## WHAT'S NEXT?

Shifting Population Demographics and Retail Modernisation to Fuel Future Growth

Economic Conditions to Keep Affordability a Key Purchasing Decision

Brands Can Boost Loyalty by Embedding Sustainability in Everyday Choices

Chart 23 - Analyst Insight for Tissue and Hygiene

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Faderco Strengthens Lead as Domestic Brands Gain Ground

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

## CHANNELS

Small Local Grocers Sustain Dominance by Delivering Everyday Convenience

Retail E-Commerce Accelerates Growth by Meeting Demand for Convenience

Chart 28 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 29 - Economic Context for Tissue and Hygiene

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 32 - Consumer Context for Tissue and Hygiene

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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/wipes-in-algeria/report](http://www.euromonitor.com/wipes-in-algeria/report).