



**Euromonitor
International**

Premium Beauty and Personal Care in Algeria

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Premium Brands Capitalise on Affluent Consumers to Drive Robust Sales Growth

Premium Bath and Shower Leads Growth, Followed by Premium Colour Cosmetics

Uriage Drives Sustainability Trend with Eco-Conscious Sun Care Offerings for Young Urban Consumers

Chart 1 - Uriage Illustrated Sustainability Trend in Sun Care in Algeria

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Embrace Lifestyle Changes, Driving Premium Product Growth

Innovation and Digital Engagement to Reshape Consumer Experiences and Competition

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Moderate Concentration with Stable Market Shares

Established Brands Leverage Imported Prestige Amid Steady Competition and Growth Opportunities

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Premium Beauty and Personal Care

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Premium Beauty and Personal Care

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - 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 15 - Unilever Algeria is a Key Player in Sustainability by 2025

Chart 16 - Value Sales 2020-2030

Chart 17 - Volume Sales 2020-2030

Chart 18 - 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 19 - Forecast Value Sales 2020-2030

Chart 20 - 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 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Lead

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

Chart 23 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 24 - Economic Context for Beauty and Personal Care

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Beauty and Personal Care

Chart 28 - Population 2020-2030

Chart 29 - Consumer Expenditure 2020-2030

Chart 30 - 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/premium-beauty-and-personal-care-in-algeria/report.