

Dishwashing in Morocco

Market Direction | 2023-01-25 | 17 pages | Euromonitor

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Report description:

Hand dishwashing remains the dominant detergent in dishwashing, posting a healthy growth rate both in volume and value terms. Hand dishwashing is extremely popular amongst low and middle-income groups, who are very price sensitive, which is why the big brands offer small packaging formats at low prices. The majority of this group live in either small cities or rural areas where dishwashers are not very common, so there is a heavy reliance on hand dishwashing products. Moreover, in these areas, m...

Euromonitor International's Dishwashing in Morocco market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Automatic Dishwashing, Hand Dishwashing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Dishwashing market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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