

Nappies/Diapers/Pants in Morocco

Market Direction | 2023-03-08 | 20 pages | Euromonitor

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Report description:

Nappies/diapers/pants is facing challenges in Morocco, due to rising prices, economic uncertainties, and a declining birth rate in the country. Indeed, birth rates in Morocco have been on a downwards trend across the recent review period. The COVID-19 crisis has been singled out as a key factor in deterring people from having children in many territories around the world, especially under the economic impact of measures imposed to curb the spread of the disease, which led to high levels of unemp...

Euromonitor International's Nappies/Diapers/Pants in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Disposable Pants, Nappies/Diapers.

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

Why buy this report?

- * Get a detailed picture of the Nappies/Diapers/Pants 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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NAPPIES/DIAPERS/PANTS IN MOROCCO

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Category faces challenges due to falling birth rates and rising prices

Concerns about dioxins also influence trends in nappies/diapers/pants

Local player Novatis Group maintains its strong lead, thanks to brand loyalty arising from its many efforts

PROSPECTS AND OPPORTUNITIES

Ongoing challenges for nappies/diapers in the face of further birth rate declines

Growing eco-awareness influences ongoing trends

Novatis expected to maintain its place, although its lower-priced brands will face competition from longer-lasting alternatives

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