

Tissue and Hygiene in Morocco

Market Direction | 2023-03-08 | 51 pages | Euromonitor

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Report description:

A major overarching trend in 2022 is that of global inflation leading to price hikes across different categories. Whilst this supports value growth, in some cases volume is being impacted by consumers lower spending power in the inflationary environment, thus favouring lower-priced local players and private labels.

Euromonitor International's Tissue and Hygiene 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: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

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

Why buy this report?

- * Get a detailed picture of the Tissue and Hygiene 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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Euromonitor International
March 2023

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Growing awareness of sanitary protection helps to boost sales
Eco-concerns about disposable products, and health concerns about dioxins also on the rise
Procter & Gamble's Always maintains its lead, with Mia from local player Novatis hot on its heels

PROSPECTS AND OPPORTUNITIES

Alternative products such as menstrual pants expected to grow
Organic options also expected to become more popular, with Mia and Nana already promoting 100% cotton variants
Players will try to limit unit price hikes, whilst tampons are expected to remain niche

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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

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Strong value and volume growth supported by ageing population and growing awareness of the benefits of such products

Still much scope for growth, with moderate/heavy incontinence being the best performer

Demand remains relatively low, with sales spread between the two top brands of Tena and Nova

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Baby wipes caters to a solid consumer base, with multi-use properties at affordable prices

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Despite solid sales, some challenges still remain for wipes - from eco-awareness to budgetary constraints

PROSPECTS AND OPPORTUNITIES

Eco-friendly trends will drive developments, such as seen with the emergence of washable wipes

Wipes likely to face more threats over the forecast period

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Private labels benefit from low levels of brand loyalty in retail tissue

Retail tissue's sustained growth whets the appetite of new players

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