

## **Wipes in Morocco**

Market Direction | 2023-03-08 | 22 pages | Euromonitor

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### **Report description:**

One major factor stimulating sales in wipes is rising consumer awareness of hygiene, which has been further enhanced by the event of the COVID-19 pandemic. The increased use of personal care wipes for maintaining hygiene, especially where access to water is limited, has been driving sales in Morocco for the past few years. Furthermore, consumers' fear of contagion during the era of the pandemic led them to favour disposable cleaning and hygiene options - such as wipes. Growing urbanisation is al...

Euromonitor International's Wipes 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: Home Care Wipes and Floor Cleaning Systems, Personal Wipes.

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

Why buy this report?

- \* Get a detailed picture of the Wipes 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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March 2023

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Rising awareness of personal hygiene and an ever-expanding range of options fuel sales in wipes

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

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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