

Direct Selling in Morocco

Market Direction | 2023-03-16 | 34 pages | Euromonitor

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Report description:

Direct selling in Morocco is characterised by cosmetics and skin care, although the pandemic undermined demand for the former, as consumers were spending more time at home and socialising less. During lockdown, there was strong demand for products aimed at supporting digestive health and skin care products - particularly those promoting healthy skin hydration and exfoliation. During lockdown, women of all ages had more time to look after themselves, with a daily beauty routine helping to provide...

Euromonitor International's Direct Selling in Morocco report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

Why buy this report?

- * Get a detailed picture of the Direct Selling 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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DIRECT SELLING IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Direct selling benefits from the resumption of society although the rising cost of living dampens sales growth

Oriflame, Avon and Forever Living lead the category with the latter focusing on the popularity of functional ingredients since the pandemic

Direct sellers blur lines with retail e-commerce remaining relevant while the category suffers from the growing number of non-grocery and grocery retailers

PROSPECTS AND OPPORTUNITIES

Return to normality boosts demand for beauty products and health and wellness products, with the latter a hangover from the pandemic

Global companies retain their dominance with a growing sales base comprised of consumers in smaller urban centres less well served by physical stores

Digitalisation continues transforming business models and becomes the norm over the forecast period

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Retail e-commerce remains the fastest growing channel

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Seasonality

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Chaabane

Eid kbir

Back to School

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