

## **Health and Beauty Specialists in Morocco**

Market Direction | 2023-03-16 | 35 pages | Euromonitor

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### **Report description:**

Prior to the onset of the pandemic, many health and beauty specialists had based their marketing strategies on organising beauty events to which they invited social media influencers and vloggers, who are increasingly prominent in Morocco. However, the pandemic brought an abrupt end to this strategy - at least temporarily. 2020 saw health and beauty specialist retailers re-orient their marketing strategies towards the internet, particularly social media, with this trend continuing into 2021.

Euromonitor International's Health and Beauty Specialists 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: Beauty Specialists, Health and Personal Care Stores, Optical Goods Stores, Pharmacies.

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

### **Why buy this report?**

- \* Get a detailed picture of the Health and Beauty Specialists 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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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Health and Beauty Specialists in Morocco  
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List Of Contents And Tables

### **HEALTH AND BEAUTY SPECIALISTS IN MOROCCO**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

The lifting of COVID-19 restrictions boosts demand for health and beauty specialists

Pharmacies call for better regulation in supplements

The government takes action to eliminate non-qualifying optical goods stores and "fake specialists"

#### **PROSPECTS AND OPPORTUNITIES**

New regulations boost pharmacies' sales over the forecast period

Demand for bio-cosmetics boosts sales of beauty specialists, while expansion of local production propels exports

Retail e-commerce continues growing as health and personal care stores expand their online offerings

#### **CHANNEL DATA**

Table 1 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2017-2022

Table 2 Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 3 Sales in Health and Beauty Specialists by Channel: Value 2017-2022

Table 4 Sales in Health and Beauty Specialists by Channel: % Value Growth 2017-2022

Table 5 Health and Beauty Specialists GBO Company Shares: % Value 2018-2022

Table 6 Health and Beauty Specialists GBN Brand Shares: % Value 2019-2022

Table 7 Health and Beauty Specialists LBN Brand Shares: Outlets 2019-2022

Table 8 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 9 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 10 □Forecast Sales in Health and Beauty Specialists by Channel: Value 2022-2027

Table 11 □Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2022-2027

#### **RETAIL IN MOROCCO**

#### **EXECUTIVE SUMMARY**

Retail in 2022: The big picture

Local sourcing becomes a competitive tool

Retail e-commerce remains the fastest growing channel

What next for retail?

#### **OPERATING ENVIRONMENT**

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Black Friday

Chaabane

Eid kbir

Back to School

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## MARKET DATA

- Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022
- Table 13 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022
- Table 14 Sales in Retail Offline by Channel: Value 2017-2022
- Table 15 Sales in Retail Offline by Channel: % Value Growth 2017-2022
- Table 16 Retail Offline Outlets by Channel: Units 2017-2022
- Table 17 Retail Offline Outlets by Channel: % Unit Growth 2017-2022
- Table 18 Sales in Retail E-Commerce by Product: Value 2017-2022
- Table 19 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022
- Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
- Table 21 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
- Table 22 □Sales in Grocery Retailers by Channel: Value 2017-2022
- Table 23 □Sales in Grocery Retailers by Channel: % Value Growth 2017-2022
- Table 24 □Grocery Retailers Outlets by Channel: Units 2017-2022
- Table 25 □Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
- Table 26 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
- Table 27 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
- Table 28 □Sales in Non-Grocery Retailers by Channel: Value 2017-2022
- Table 29 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022
- Table 30 □Non-Grocery Retailers Outlets by Channel: Units 2017-2022
- Table 31 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
- Table 32 □Retail GBO Company Shares: % Value 2018-2022
- Table 33 □Retail GBN Brand Shares: % Value 2019-2022
- Table 34 □Retail Offline GBO Company Shares: % Value 2018-2022
- Table 35 □Retail Offline GBN Brand Shares: % Value 2019-2022
- Table 36 □Retail Offline LBN Brand Shares: Outlets 2019-2022
- Table 37 □Retail E-Commerce GBO Company Shares: % Value 2018-2022
- Table 38 □Retail E-Commerce GBN Brand Shares: % Value 2019-2022
- Table 39 □Grocery Retailers GBO Company Shares: % Value 2018-2022
- Table 40 □Grocery Retailers GBN Brand Shares: % Value 2019-2022
- Table 41 □Grocery Retailers LBN Brand Shares: Outlets 2019-2022
- Table 42 □Non-Grocery Retailers GBO Company Shares: % Value 2018-2022
- Table 43 □Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022
- Table 44 □Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022
- Table 45 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027
- Table 46 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027
- Table 47 □Forecast Sales in Retail Offline by Channel: Value 2022-2027
- Table 48 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027
- Table 49 □Forecast Retail Offline Outlets by Channel: Units 2022-2027
- Table 50 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027
- Table 51 □Forecast Sales in Retail E-Commerce by Product: Value 2022-2027
- Table 52 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027
- Table 53 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
- Table 54 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
- Table 55 □Forecast Sales in Grocery Retailers by Channel: Value 2022-2027
- Table 56 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027
- Table 57 □Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

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Table 58 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

Table 59 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 60 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 62 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 64 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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