

Baby and Child-Specific Products in Morocco

Market Direction | 2023-05-04 | 25 pages | Euromonitor

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Report description:

The underwhelming sales performance registered in baby and child-specific products during 2022 can be attributed largely to the contraction of the end consumer base for these products. The number of babies being born in Morocco continues to decline as the harsh economic conditions and the impact of the COVID-19 pandemic have discouraged many young couples from starting a family. Many of Morocco's would-be parents have decided to delay the start of their journey into parenthood, focusing instead...

Euromonitor International's Baby and Child-specific Products 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. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products 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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BABY AND CHILD-SPECIFIC PRODUCTS IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Morocco's declining birth rate continues to put pressure on demand
Baby wipes proves resilient to the pressures created by the economic slowdown
Essential products weather the economic storm as demand remains consistent
Rising prices put pressure on demand, resulting in more regular price promotions
Products that target babies remain on top of the sales charts

PROSPECTS AND OPPORTUNITIES

Baby and child-specific products set to continue underperforming
Long-term trends with regards to the birth rate likely to remain unfavourable
Baby wipes to continue being seen as practical, useful and essential
Premium brands set to suffer as consumers migrate towards masstige brands

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