

## **Bath and Shower in Morocco**

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

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### **Report description:**

2022 saw bath and shower benefit from improvements that have been seen in the personal hygiene habits of large numbers of Moroccans since the early days of the COVID-19 pandemic. Growing frequency of usage as consumers have sought to maintain stricter personal hygiene regimens continued to drive volume growth in 2022, along with population growth. Moreover, demand for bath and shower products increased sharply following the easing of the social distancing restrictions in 2022, which presaged a r...

Euromonitor International's Bath and Shower 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: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- \* Get a detailed picture of the Bath and Shower 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Improvements in hygiene habits mitigate the impact of falling spending power  
Rising prices put pressure on demand as consumers trade down to private label  
Consumers seek out added value as brands diversify and innovate  
Segmentation expected to remain a major focus for the category leaders  
Argan oil remains a major trend across various bath and shower categories  
Natural positioning likely to remain a particularly popular area of added value  
Antibacterial liquid soap continues to boom during the post-pandemic era  
International players remain dominant despite the leadership of Lesieur Cristal

#### **PROSPECTS AND OPPORTUNITIES**

Few changes expected in bath and shower as sales continue to rise steadily  
Rising demand expected as high inflation gives way to greater unit price stability  
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