

Colour Cosmetics in Morocco

Market Direction | 2023-05-04 | 31 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Towards the end of the review period, spending on colour cosmetics continued to increase gradually among Moroccan consumers despite the tough economic situation and the pressure that this has put on household incomes. Various categories of colour cosmetics are generally considered to be the ideal affordable luxury items as each product has a fairly low retail selling price. In addition, increasing numbers of female consumers of all ages are paying more attention to their appearance with the aim...

Euromonitor International's Colour Cosmetics 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: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

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

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics 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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

www.scott-international.com

List Of Contents And Tables

COLOUR COSMETICS IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Spending on colour cosmetics remains robust despite high inflation

Unit price increases due to high inflation suppress demand

Demand for lip products takes off as consumers begin to socialise more often

Eye make-up benefits from the prevailing trends as new looks prove crucial

Facial makeup continues to boom due to its status as an essential item

Nail products underperforms as the category is not in tune with current trends

Premium brands continue to struggle as consumers favour affordable options

PROSPECTS AND OPPORTUNITIES

An improved performance ahead for colour cosmetics

Mascara and foundation/concealer set to benefit from the prevailing trends

Colour cosmetics to continue facing limits on demand due to narrow consumer base

CATEGORY DATA

Table 1 Sales of Colour Cosmetics by Category: Value 2017-2022

Table 2 Sales of Colour Cosmetics by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Colour Cosmetics: % Value 2018-2022

Table 4 LBN Brand Shares of Colour Cosmetics: % Value 2019-2022

Table 5 LBN Brand Shares of Eye Make-up: % Value 2019-2022

Table 6 LBN Brand Shares of Facial Make-up: % Value 2019-2022

Table 7 LBN Brand Shares of Lip Products: % Value 2019-2022

Table 8 LBN Brand Shares of Nail Products: % Value 2019-2022

Table 9 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 10 □Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 11 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN MOROCCO

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 12 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Colour Cosmetics in Morocco

Market Direction | 2023-05-04 | 31 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-31"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com