

Colour Cosmetics in Morocco

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

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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.

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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

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