

Depilatories in Morocco

Market Direction | 2023-05-04 | 22 pages | Euromonitor

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Report description:

Recent years have seen Morocco's female population become increasingly preoccupied with appearance and maintaining a feminine, attractive and well-groomed appearance is now considered essential, especially among younger consumer groups. This trend has been bolstered by extensive mass media coverage of issues such as general beauty, weight management and overall wellbeing, all of which have sharpened the focus of local women on their beauty and personal care regimes. As a result, more local women...

Euromonitor International's Depilatories 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: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

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

Why buy this report?

- * Get a detailed picture of the Depilatories 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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DEPILATORIES IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of depilatories increase as local women pay more attention to hair removal
Rising demand for convenient and time-saving products supports sales growth
Women's razors and blades remain popular among less affluent consumer segments
Hair removers/bleaches remains a small category due to competition from sugaring
Women's pre-shave a small category due to the preference for low-cost alternatives
Bic the leading name in depilatories due to the economical reputation of its products

PROSPECTS AND OPPORTUNITIES

Non-essential status of depilatories to put more pressure on sales growth
Women's razors and blades to remain the default option for most consumers
The custom of women using men's razors and blades set to limit sales potential
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SOURCES

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