

Fragrances in Morocco

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

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Report description:

The economic crisis that Morocco continues to face had a significant negative impact on demand for fragrances over the course of 2022 as consumers curbed all non-essential spending amidst high inflation and a significant increase in the cost of living. In particular, premium brands struggled to appeal to consumers as many among the core consumer base for premium fragrances, affluent urban professionals, looked to trade down to masstige brands, including the offerings of direct selling players as...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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FRAGRANCES IN MOROCCO

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Overall demand for fragrances drops as spending power falls, favouring mass brands
Direct selling supports a widening of the consumer base for mass women's fragrances
Average unit price under pressure due to trading down from premium to mass brands
Unisex fragrances remain unpopular as consumers prefer clearly gendered products

PROSPECTS AND OPPORTUNITIES

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