

## **Hair Care in Morocco**

Market Direction | 2023-05-04 | 27 pages | Euromonitor

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### **Report description:**

Hair care registered a positive performance in 2022 as consumers paid more attention to their appearance during the post-pandemic era. Both women and men are paying increasing attention to maintaining their look as socialising outside of the home became popular once again due to the reduced risk of coming into contact with the COVID-19 virus. In addition, many of the country's white-collar professionals, office workers and service industry personnel are commuting into the office on a daily basis...

Euromonitor International's Hair Care 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- \* Get a detailed picture of the Hair Care 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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## Table of Contents:

Hair Care in Morocco  
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May 2023

### List Of Contents And Tables

#### HAIR CARE IN MOROCCO

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Rising interest in maintaining a neat and attractive appearance boosts demand  
2-in-1 products and medicated shampoos are out-of-step with prevailing trends  
More advanced formulas come to the fore as added value becomes more essential  
The trend for tinting one's hair at home supports growth in colourants  
Aggressive price discounting puts downwards pressure on the average unit price  
Mass brands gather momentum as they underscore their dominance in hair care  
Styling agents booms amidst a return to socialising and working outside of the home  
L'Oreal maintains its very strong position in hair care via ownership of key brands

##### PROSPECTS AND OPPORTUNITIES

More value-added products set to appear as brands look to beat saturation  
Conditioners slated for robust growth as sales rise from a relatively low base  
Colourants to continue booming as the at-home approach to hair care spreads  
Pressure on consumer spending set to prove crucial as brands reduce their prices

##### CATEGORY DATA

Table 1 Sales of Hair Care by Category: Value 2017-2022  
Table 2 Sales of Hair Care by Category: % Value Growth 2017-2022  
Table 3 Sales of Hair Care by Premium vs Mass: % Value 2017-2022  
Table 4 NBO Company Shares of Hair Care: % Value 2018-2022  
Table 5 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022  
Table 6 LBN Brand Shares of Hair Care: % Value 2019-2022  
Table 7 LBN Brand Shares of Colourants: % Value 2019-2022  
Table 8 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022  
Table 9 LBN Brand Shares of Styling Agents: % Value 2019-2022  
Table 10 □LBN Brand Shares of Premium Hair Care: % Value 2019-2022  
Table 11 □Forecast Sales of Hair Care by Category: Value 2022-2027  
Table 12 □Forecast Sales of Hair Care by Category: % Value Growth 2022-2027  
Table 13 □Forecast Sales of Hair Care by Premium vs Mass: % Value 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 14 Sales of Beauty and Personal Care by Category: Value 2017-2022  
Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

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Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022  
Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022  
Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022  
Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022  
Table 20 Distribution of Beauty and Personal Care by Format: % Value 2017-2022  
Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2022  
Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027  
Table 23 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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