

Men's Grooming in Morocco

Market Direction | 2023-05-04 | 24 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Moroccan men are increasingly feeling the pressure to maintain strict personal hygiene and personal grooming routines as changes in society have placed far more emphasis on male beauty while encouraging men to pay attention to their appearance. This has spurred strong growth in sales of men's grooming products in recent years, with the use of a wide range of male-specific beauty and personal products having become increasingly socially acceptable and normalised as a result. Thus, a wide variety...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

MEN'S GROOMING IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

The increasing importance of personal grooming among men boosts demand

Mass men's deodorants continues to benefit from its essential status

Men's razors and blades remains dominant despite current unfavourable style trends

Strong growth in men's skin care a clear signal of changing attitudes

The development of men's grooming in Morocco lags behind other countries

PROSPECTS AND OPPORTUNITIES

Sales growth ahead as attitudes towards men's grooming continue to evolve

Shift away from sharing beauty and personal care products to support sales growth

Men's deodorants slated for strong growth on the basis of their essential status

Maturity of demand set to suppress growth in men's shaving

CATEGORY DATA

Table 1 Sales of Men's Grooming by Category: Value 2017-2022

Table 2 Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 3 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 4 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 5 NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 6 LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 7 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 8 Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 9 Forecast Sales of Men's Grooming 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 10 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 19 □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

Men's Grooming in Morocco

Market Direction | 2023-05-04 | 24 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="2025-05-06"/>
		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