

Men's Grooming in Morocco

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

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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.

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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

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