

Oral Care in Morocco

Market Direction | 2023-05-04 | 26 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Recent years have seen local consumers become increasingly aware of the importance of maintaining a strict daily oral hygiene routine and this is linked to the increased importance of appearance and personal image in Moroccan society. This has led to high demand for a comprehensive range of oral care products, many of which complement each other in terms of usage and results. It should also be noted that, unlike in other beauty and personal care categories, consumers have not reduced spending on...

Euromonitor International's Oral 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: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

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

Why buy this report?

- * Get a detailed picture of the Oral 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Oral Care in Morocco
Euromonitor International
May 2023

List Of Contents And Tables

ORAL CARE IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Spreading awareness of the importance of oral hygiene supports rising demand
A wider range of products becomes more appealing
Toothpaste remains dominant in sales of oral care due to innovation and new launches
Mouthwashes/dental rinses booms as consumers become more familiar with products
Toothbrushes remain essential as innovation sweeps through the category
Heavy use of price promotions puts downwards pressure on unit prices and value growth
Products with a natural positioning gain ground as demand patterns evolve

PROSPECTS AND OPPORTUNITIES

Growing awareness of the importance of oral hygiene set to support growth
Few major threats expected to emerge as oral care continues to develop
Unit prices set to decline due to aggressive price competition and regular promotions
Mouthwashes/dental rinses set to boom as consumers become more demanding

CATEGORY DATA

Table 1 Sales of Oral Care by Category: Value 2017-2022
Table 2 Sales of Oral Care by Category: % Value Growth 2017-2022
Table 3 Sales of Toothbrushes by Category: Value 2017-2022
Table 4 Sales of Toothbrushes by Category: % Value Growth 2017-2022
Table 5 Sales of Toothpaste by Type: % Value Breakdown 2018-2022
Table 6 NBO Company Shares of Oral Care: % Value 2018-2022
Table 7 LBN Brand Shares of Oral Care: % Value 2019-2022
Table 8 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022
Table 9 LBN Brand Shares of Toothpaste: % Value 2019-2022
Table 10 □Forecast Sales of Oral Care by Category: Value 2022-2027
Table 11 □Forecast Sales of Oral Care by Category: % Value Growth 2022-2027
Table 12 □Forecast Sales of Toothbrushes by Category: Value 2022-2027
Table 13 □Forecast Sales of Toothbrushes 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 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
Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

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

Oral Care in Morocco

Market Direction | 2023-05-04 | 26 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="2025-05-05"/>
		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