

## Oral Care in Morocco

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

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### **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.

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##### 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

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