

Skin Care in Morocco

Market Direction | 2023-05-04 | 30 pages | Euromonitor

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Report description:

One of the key factors that has growth in skin care in Morocco in recent years is the widening of the consumer group for these products to include younger women who in the past might not have considered it important to begin thinking about skin care until they approach middle age. In tandem, it is clear that Moroccan women are increasingly interested in using more expensive value-added products that make use of specific technologies to prevent and manage various issues such as wrinkles and cellu...

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- * Get a detailed picture of the Skin 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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SKIN CARE IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers increasingly using skin care to prevent ageing at a younger age

Mass anti-agers benefits from proliferation of value-added products

Skin care products with whitening properties remain very popular

Products designed specifically to be used around the eyes gain ground in facial care

Major multinational names dominate skin care, leaving little room for local players

PROSPECTS AND OPPORTUNITIES

Positive growth ahead due to the primacy of youthfulness in local beauty standards

Mass anti-agers to continue benefiting from the desire to look younger

No major threats expected to emerge despite the adverse economic situation

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