

Beauty and Personal Care in Morocco

Market Direction | 2023-05-04 | 143 pages | Euromonitor

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Report description:

2022 saw demand under some pressure due to a far more controlled attitude towards spending among the local population amidst the spectre of inflation and a significant increase in the cost of living. After a strong recovery in economic activity during 2021 as GDP growth climbed to more than 7%, the growth performance of Morocco's economy stood at just 1.3% in 2022, due in no small part to the unfavourable economic situation, especially for the important agricultural sector, which has been strong...

Euromonitor International's Beauty and Personal 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

Why buy this report?

- * Get a detailed picture of the Beauty and Personal 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.

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Mass colour cosmetics continue to appeal due to low prices and good value for money
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Rising prices put pressure on demand as consumers trade down to private label
Consumers seek out added value as brands diversify and innovate
Segmentation expected to remain a major focus for the category leaders
Argan oil remains a major trend across various bath and shower categories
Natural positioning likely to remain a particularly popular area of added value
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Mouthwashes/dental rinses booms as consumers become more familiar with products

Toothbrushes remain essential as innovation sweeps through the category

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