

Sun Care in Morocco

Market Direction | 2023-05-04 | 23 pages | Euromonitor

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Report description:

Sun care recorded another positive sales performance during 2022 as category continued to announce back from the seven year sales declines recorded at the peak of the COVID-19 pandemic during 2020. However, it should be noted that there is still a long way to go before category sales return to pre-pandemic levels. The main reason for the buoyant growth recorded in the category during 2022 was the removal of social distancing restrictions as the risk of coming into contact with the COVID-19 virus...

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific 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 Sun 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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Another positive performance for sun care as the post-pandemic recovery continues

Sun protection remains the most essential and important category of sun care

Global heating and increasingly regular heatwaves spur demand for sun care

Limited pressure on unit prices as brands engage in price promotions to remain relevant

Aftersun gains ground as sunburn becomes a more common problem

Key sun care brands look to add value via moisturising and anti-ageing properties

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