

## **Health and Beauty Specialists in Morocco**

Market Direction | 2024-02-28 | 34 pages | Euromonitor

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### **Report description:**

Moroccan consumers continue to demonstrate traditional purchasing habits in the health and beauty specialists channel, with wholesalers playing a crucial role in supplying perfumeries. This distribution model offers cost-effective options for customers, especially for brands not directly available in hypermarkets. By bridging brands to perfumeries, wholesalers contribute to a diverse and accessible product range in the market, catering to varied consumer preferences and budget considerations.

Euromonitor International's Health and Beauty Specialists in Morocco report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Beauty Specialists, Health and Personal Care Stores, Optical Goods Stores, Pharmacies.

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

### **Why buy this report?**

- \* Get a detailed picture of the Health and Beauty Specialists 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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reliable information resources to help drive informed strategic planning.

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