

Air Care in Morocco

Market Direction | 2024-03-08 | 16 pages | Euromonitor

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Report description:

Air care in Morocco witnessed a positive growth in current value terms in 2023, continuing the trend of the previous year. Spray/aerosol air fresheners continued to be the most widely used product type, as well as posting the strongest overall performance. Growth was supported by the rapid expansion of modern retailers in both urban and rural areas, which led to wider product availability. Such products also tended to be more affordable than other air care products, as well as more heavily advertised.

Euromonitor International's Air Care in Morocco market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Candle Air Fresheners, Car Air Fresheners, Electric Air Fresheners, Gel Air Fresheners, Liquid Air Fresheners, Other Air Care, Spray/Aerosol Air Fresheners.

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

Why buy this report?

- * Get a detailed picture of the Air 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

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reliable information resources to help drive informed strategic planning.

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Spray/aerosol products continue to dominate sales

Candle air fresheners have a growing presence

Leading players invest in tobacco neutralising products

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Sprays/aerosols will be main driver growth of growth

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