

Away-From-Home Tissue and Hygiene in Morocco

Market Direction | 2024-03-07 | 20 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In 2023, Morocco's away-from-home tissue and hygiene landscape saw positive results. The propensity to dine out, coupled with a boom in the tourist industry, positively impacted sales and growth. As life returned to normal following the outbreak of COVID-19 and competition intensified, on-trade owners focused on good service and supplies, including the availability of AFH products.

Euromonitor International's Away-from-Home Tissue and Hygiene 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 2019-2023, 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, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Away-from-Home Hygiene, Away-from-Home Tissue.

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

Why buy this report?

- * Get a detailed picture of the Away-from-Home Tissue and Hygiene 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Away-From-Home Tissue and Hygiene in Morocco

Euromonitor International

March 2024

List Of Contents And Tables

AWAY-FROM-HOME TISSUE AND HYGIENE IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dining out and growth in foodservice support sales of AFH tissue

The increase in tourism drives sales of AFH products in Morocco

Economy and standard priced goods drive sales, unless the facility is premium

PROSPECTS AND OPPORTUNITIES

The growth in tourism is set to support AFH tissue sales over the forecast period

Adult incontinence products set to register ongoing growth

Design innovations to stimulate sales in subcategories such as napkins

CATEGORY DATA

Table 1 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 2 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 3 Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023

Table 4 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 5 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 6 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 7 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

TISSUE AND HYGIENE IN MOROCCO

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 8 Birth Rates 2018-2023

Table 9 Infant Population 2018-2023

Table 10 Female Population by Age 2018-2023

Table 11 Total Population by Age 2018-2023

Table 12 Households 2018-2023

Table 13 Forecast Infant Population 2023-2028

Table 14 Forecast Female Population by Age 2023-2028

Table 15 Forecast Total Population by Age 2023-2028

Table 16 Forecast Households 2023-2028

MARKET DATA

Table 17 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 18 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 19 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 20 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 □ Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 22 □ Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 23 □ Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 24 □ Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 25 □ Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Away-From-Home Tissue and Hygiene in Morocco

Market Direction | 2024-03-07 | 20 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com