

Bleach in Morocco

Market Direction | 2024-03-08 | 15 pages | Euromonitor

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Report description:

Bleach in Morocco posted relatively modest current value growth in 2023, with sales remaining static in volume terms. This was due to its maturity, combined with a lack of product innovation. The product has an old-fashioned image in the country, especially younger consumers, who consider it to be harmful to both their own health and that of the environment. Bleach was also increasingly considered to be damaging to clothes, and as such, many Moroccans switched to spot and stain removers, which a...

Euromonitor International's Bleach 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.

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

Why buy this report?

- * Get a detailed picture of the Bleach 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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