

Dishwashing in Morocco

Market Direction | 2024-03-08 | 17 pages | Euromonitor

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Report description:

Dishwashing in Morocco saw healthy growth in current value terms in 2023. This was partly due to an increase in unit prices, on the back of rising production costs. Nevertheless, these price increases were somewhat counteracted by heavy discounting practices employed by manufacturers and modern retailers, as they sought to entice low-income consumers to switch from multi-purpose paste soaps to more modern household staples, such as dishwashing liquids. For example, Ama Detergents SA offered a di...

Euromonitor International's Dishwashing 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: Automatic Dishwashing, Hand Dishwashing.

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

Why buy this report?

- * Get a detailed picture of the Dishwashing 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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