

Laundry Care in Morocco

Market Direction | 2024-03-08 | 22 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Laundry care in Morocco saw healthy growth in current value terms in 2023, continuing the trend of the previous year. However, this was partly due to inflationary pressures, as manufacturers, squeezed by rising energy and other input costs, opted to pass these onto consumers in the form of higher prices. This resulted in consumers seeking out more affordable, basic products, rather than specialised offerings designed for certain types of clothing. In the face of these ongoing challenges, many pl...

Euromonitor International's Laundry 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry 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 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:

Laundry Care in Morocco
Euromonitor International
March 2024

List Of Contents And Tables

LAUNDRY CARE IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Standard powder detergents lead growth, thanks to their value-for-money positioning

Standard liquid detergents benefit from higher levels of manufacturer investment

Multinational players continue to hold sway

PROSPECTS AND OPPORTUNITIES

Robust growth for laundry care

Standard powder varieties will remain in high demand

Price rises will be kept to a minimum

CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 2 Sales of Laundry Care by Category: Value 2018-2023

Table 3 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 4 Sales of Laundry Aids by Category: Value 2018-2023

Table 5 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 6 Sales of Laundry Detergents by Category: Value 2018-2023

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 8 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 9 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 10 □LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 11 □NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 12 □LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 13 □NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 14 □LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 15 □Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 16 □Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

HOME CARE IN MOROCCO

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 17 Households 2018-2023

MARKET DATA

Table 18 Sales of Home Care by Category: Value 2018-2023

Table 19 Sales of Home Care by Category: % Value Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 20 NBO Company Shares of Home Care: % Value 2019-2023
Table 21 LBN Brand Shares of Home Care: % Value 2020-2023
Table 22 Penetration of Private Label in Home Care by Category: % Value 2018-2023
Table 23 Distribution of Home Care by Format: % Value 2018-2023
Table 24 Distribution of Home Care by Format and Category: % Value 2023
Table 25 Forecast Sales of Home Care by Category: Value 2023-2028
Table 26 □Forecast Sales of Home Care 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

Laundry Care in Morocco

Market Direction | 2024-03-08 | 22 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