

Retail Tissue in Morocco

Market Direction | 2024-03-07 | 21 pages | Euromonitor

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Report description:

In 2023, retail tissue categories recorded dynamic growth in Morocco, leading to double-digit retail value growth. A key driver of growth was the expanding consumer base. With per capita consumption of retail tissue in Morocco estimated at around 2kg, this is deemed low compared to other developed countries, offering ongoing room for growth and development. In 2023, growth was further driven by the economic end of the market, with cheaper products becoming more widely available.

Euromonitor International's Retail Tissue 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: Facial Tissues, Paper Tableware, Paper Towels, Toilet Paper.

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

Why buy this report?

- * Get a detailed picture of the Retail Tissue 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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Positive retail volume growth driven by a rising demand for toilet paper

Innovations focus on improving quality and offering scents

Novartis Group SA retains its value lead while economy players drive volume sales

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