

## **Surface Care in Morocco**

Market Direction | 2024-03-08 | 19 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Surface care in Morocco sales achieved buoyant growth in current value terms in 2023.. However, this was partly due to an increase in unit prices, thanks to increases in energy, raw material and transport costs. The category is dominated by multi-purpose cleaners, which were valued for their versatility, while also costing less than purchasing separate products for different tasks . Multi-purpose cleaners were also considered effective cleaning agents with many containing bleach as an ingredient...

Euromonitor International's Surface 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: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- \* Get a detailed picture of the Surface 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,

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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.

**Table of Contents:**

Surface Care in Morocco  
Euromonitor International  
March 2024

List Of Contents And Tables

SURFACE CARE IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Buoyant growth in 2023, with multi-purpose cleaners leading the way

Window/glass cleaners gain traction, albeit from a low base

Economy brands continue to find favour with consumers

PROSPECTS AND OPPORTUNITIES

Consumers will continue to favour multi-purpose cleaners, although task-specific products will grow in popularity

Economy brands will continue to make inroads

Environmental choices will begin to emerge

CATEGORY DATA

Table 1 Sales of Surface Care by Category: Value 2018-2023

Table 2 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 3 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Surface Care: % Value 2019-2023

Table 6 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 7 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 8 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 9 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 10 □Forecast Sales of Surface 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 11 Households 2018-2023

MARKET DATA

Table 12 Sales of Home Care by Category: Value 2018-2023

Table 13 Sales of Home Care by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Home Care: % Value 2019-2023

Table 15 LBN Brand Shares of Home Care: % Value 2020-2023

Table 16 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 17 Distribution of Home Care by Format: % Value 2018-2023

Table 18 Distribution of Home Care by Format and Category: % Value 2023

Table 19 Forecast Sales of Home Care by Category: Value 2023-2028

Table 20 □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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Surface Care in Morocco

Market Direction | 2024-03-08 | 19 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@scotts-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@scotts-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	2025-06-26
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com