

Toilet Care in Morocco

Market Direction | 2024-03-08 | 16 pages | Euromonitor

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Report description:

Toilet care in Morocco saw healthy growth in current value terms in 2023, continuing the trend of the previous year. Sales remained dominated by toilet liquids/foams, thanks to their significantly cheaper prices compared to in-cistern devices. In addition, toilet liquids/foams are considered less wasteful than in-cistern devices, which rely on continuous use. This was especially relevant in the tough economic environment, which saw households looking to keep expenditure to a minimum. Indeed, due...

Euromonitor International's Toilet 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: In-Cistern Devices, ITBs, Toilet Care Tablets/Powders, Toilet Cleaning Systems, Toilet Liquids/Foam.

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

Why buy this report?

- * Get a detailed picture of the Toilet 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.

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reliable information resources to help drive informed strategic planning.

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Rim blocks see dynamic performance

WC Net makes further gains, thanks to introduction of new variants

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Toilet liquids/foam will continue to dominate, due to affordability

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