

Wipes in Morocco

Market Direction | 2024-03-07 | 22 pages | Euromonitor

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Report description:

In 2023, the wipes landscape saw increased penetration in Moroccan, leading to double-digit retail value growth, with consumers appreciating the convenience and hygiene offered by these products. While some wipes categories, such as general-purpose wipes, compete with pocket handkerchiefs and boxed facial tissues, others have no specific alternatives. The convenient packaging of wipes also meant the product could be used on-the-go, which was particularly attractive to busy urban dwellers. Despit...

Euromonitor International's Wipes 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: Home Care Wipes and Floor Cleaning Systems, Personal Wipes.

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

Why buy this report?

- * Get a detailed picture of the Wipes 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 and value growth as consumers appreciate convenience

Baby wipes drive sales through versatility and a wider range of products

Novatis Group SA leads with a strong position in baby wipes

PROSPECTS AND OPPORTUNITIES

Versatility and a focus on health and hygiene support ongoing sales of wipes

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