

Menstrual Care in Morocco

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

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Report description:

In 2023, menstrual care in Morocco continued to show double-digit retail value growth, with positive retail volume sales. Ongoing growth was driven by changes in perception and growing awareness of menstrual care, alongside the expanding coverage of products. Moreover, the number of 10-54-year-old menstruating females is on the rise, with rising celibacy rates and use of contraception contributing to growth. However, unit prices saw a slight increase due to the global inflation of raw materials,...

Euromonitor International's Menstrual Care 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: Menstrual Care Including Intimate Wipes, Pantyliners, Tampons, Towels.

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

Why buy this report?

- * Get a detailed picture of the Menstrual 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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