

Fragrances in Morocco

Market Direction | 2024-06-06 | 23 pages | Euromonitor

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Report description:

Fragrances saw modest current value growth in Morocco in 2023. The economic crisis that Morocco faced had a significant impact on fragrances, especially premium offerings, which lost ground for the first time in the review period, as consumers shifted to mass fragrances. Mass women's fragrances saw the fastest increase in the final year of the review period. Mass women's fragrances has benefited more than most beauty and personal care categories from the distribution of key brands via direct sel...

Euromonitor International's Fragrances 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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