

## **Mass Beauty and Personal Care in Morocco**

Market Direction | 2024-06-06 | 22 pages | Euromonitor

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### **Report description:**

Mass beauty and personal care saw double-digit current value growth in Morocco in 2023. Mass skin care saw particularly rapid growth, due mainly to the growing popularity of masstige brands. The gloomy economic environment has affected sales of premium brands, while improving quality and new developments in masstige products have also helped to lure consumers away from expensive brands. Masstige brands such as L'Oreal Paris, Maybelline, Yves Rocher and Nivea are aimed at both upper- and middle-i...

Euromonitor International's Mass Beauty and Personal 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin Care.

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

Why buy this report?

- \* Get a detailed picture of the Mass Beauty and Personal 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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tel. 0048 603 394 346 e-mail: [support@scott-international.com](mailto:support@scott-international.com)

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