

## **Personal Care Appliances in Morocco**

Market Direction | 2025-01-10 | 36 pages | Euromonitor

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### **Report description:**

Higher taxation and rising prices impacted personal hair care appliances in Morocco during 2024. The category was subject to the 30% rise in import taxes that was applied to numerous small appliances. Retail volume sales declined as prices rose dramatically to the dismay of many consumers. Consumers preferred to save money and use their old appliances instead of investing in a new personal care appliance. Overall, hair care appliances are among the best-selling categories in consumer appliances...

Euromonitor International's Personal Care Appliances 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 2020-2024, 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, format trends or distribution issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

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

Why buy this report?

- \* Get a detailed picture of the Personal Care Appliances 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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