

## **Home Care in Morocco**

Market Direction | 2025-02-26 | 62 pages | Euromonitor

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### **Report description:**

Home care in Morocco continued to be significantly impacted by economic indicators and trends at the end of the review period. While GDP rose in 2023 and 2024, the geopolitical context in Europe linked to the war in Ukraine continued to fuel rises in energy and raw materials prices at the international level. These same tensions were felt at the national level. Increases in the prices of food and energy products helped to generate high inflation in Morocco in 2023, although there was a slowdown...

Euromonitor International's Home Care in Morocco market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet 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 Home 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.

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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