

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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Table of Contents:

Home Care in Morocco
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List Of Contents And Tables

HOME CARE IN MOROCCO

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 Households 2019-2024

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2019-2024

Table 3 Sales of Home Care by Category: % Value Growth 2019-2024

Table 4 NBO Company Shares of Home Care: % Value 2020-2024

Table 5 LBN Brand Shares of Home Care: % Value 2021-2024

Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 7 Distribution of Home Care by Format: % Value 2019-2024

Table 8 Distribution of Home Care by Format and Category: % Value 2024

Table 9 Forecast Sales of Home Care by Category: Value 2024-2029

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Promotions help to stimulate a demand for fabric softeners and liquid detergents

Rising household penetration of automatic washing machines dampens the demand for bar and hand wash detergents

Unilever leverages large pack sizes to gain ground on Procter & Gamble

PROSPECTS AND OPPORTUNITIES

Economic concerns to continue to limit retail volume growth potential

Ongoing shift to automatic detergents to hinder the demand for bar and hand wash detergents

Domestic players to continue to gain momentum

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2019-2024

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2019-2024

Table 13 Sales of Laundry Care by Category: % Value Growth 2019-2024

Table 14 Sales of Laundry Aids by Category: Value 2019-2024

Table 15 Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 16 Sales of Laundry Detergents by Category: Value 2019-2024

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Table 17 Sales of Laundry Detergents by Category: % Value Growth 2019-2024
Table 18 Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024
Table 19 NBO Company Shares of Laundry Care: % Value 2020-2024
Table 20 □LBN Brand Shares of Laundry Care: % Value 2021-2024
Table 21 □NBO Company Shares of Laundry Aids: % Value 2020-2024
Table 22 □LBN Brand Shares of Laundry Aids: % Value 2021-2024
Table 23 □NBO Company Shares of Laundry Detergents: % Value 2020-2024
Table 24 □LBN Brand Shares of Laundry Detergents: % Value 2021-2024
Table 25 □Forecast Sales of Laundry Care by Category: Value 2024-2029
Table 26 □Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

DISHWASHING IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing consumer base for dishwashing
The tablet format gains weight in automatic dishwashing
Hand dishwashing sees strong investment

PROSPECTS AND OPPORTUNITIES

Switch to liquids to continue but paste alternatives remain a threat
Automatic dishwashing tablets to continue fast development
Foodservice chains offer growth opportunities for automatic dishwashing

CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2019-2024

CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2019-2024
Table 29 Sales of Dishwashing by Category: % Value Growth 2019-2024
Table 30 NBO Company Shares of Dishwashing: % Value 2020-2024
Table 31 LBN Brand Shares of Dishwashing: % Value 2021-2024
Table 32 Forecast Sales of Dishwashing by Category: Value 2024-2029
Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

SURFACE CARE IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

New scents add dynamism to dominant floor cleaners
Growing use of window/glass cleaners in the home, office and other businesses
Other categories continue to develop and grow in surface care

PROSPECTS AND OPPORTUNITIES

Players to leverage pack sizes to encourage switch to packaged surface care
Home and business use to push window/glass cleaners
User perception of surface care products as essential to foster demand

CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2019-2024
Table 35 Sales of Surface Care by Category: % Value Growth 2019-2024
Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
Table 38 NBO Company Shares of Surface Care: % Value 2020-2024
Table 39 LBN Brand Shares of Surface Care: % Value 2021-2024
Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024

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Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024

Table 42 Forecast Sales of Surface Care by Category: Value 2024-2029

Table 43 □Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

BLEACH IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Maturity and usage concerns limit growth potential

High popularity of informal products

Local brands gain ground on Ace

PROSPECTS AND OPPORTUNITIES

Market saturation and substitutes threaten bleach

Private label to gain importance

Players to incorporate scents, disinfection and antibacterial properties

CATEGORY DATA

Table 44 Sales of Bleach: Value 2019-2024

Table 45 Sales of Bleach: % Value Growth 2019-2024

Table 46 NBO Company Shares of Bleach: % Value 2020-2024

Table 47 LBN Brand Shares of Bleach: % Value 2021-2024

Table 48 Forecast Sales of Bleach: Value 2024-2029

Table 49 Forecast Sales of Bleach: % Value Growth 2024-2029

TOILET CARE IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Affordability maintains the dominance of toilet liquids/foam

Novelty gains traction among local consumers

Rim blocks ride price and durability advantages

PROSPECTS AND OPPORTUNITIES

Players aim to maintain prices to widen demand

Low prices and familiarity to boost the demand for toilet liquids

Surface care offers lower-priced alternatives to toilet care

CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2019-2024

Table 51 Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 52 NBO Company Shares of Toilet Care: % Value 2020-2024

Table 53 LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 54 Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

POLISHES IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Non-essential perception limits spending on polishes

Smart leverages wide offer and price points to win over consumers of shoe polish

Limited consumer bases for metal and furniture polishes

PROSPECTS AND OPPORTUNITIES

Economic and availability issues to restrict growth potential

Preference for tiled floors to hit floor polish while high prices limit the uptake of furniture and metal polishes

Surface care threatens the use of polishes

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CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2019-2024

Table 57 Sales of Polishes by Category: % Value Growth 2019-2024

Table 58 NBO Company Shares of Polishes: % Value 2020-2024

Table 59 LBN Brand Shares of Polishes: % Value 2021-2024

Table 60 Forecast Sales of Polishes by Category: Value 2024-2029

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

AIR CARE IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Traditional air care formats at risk of being considered out-of-date

Economy positioning informs consumer choices

Reckitt Benckiser responds to the shift to natural essential oils

PROSPECTS AND OPPORTUNITIES

Health and ecological threats to usage persist

Modernisation trends to exert upward pressure on prices

Reduced hazard products to improve the image of air care

CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2019-2024

Table 63 Sales of Air Care by Category: % Value Growth 2019-2024

Table 64 Sales of Air Care by Fragrance: Value Ranking 2022-2024

Table 65 NBO Company Shares of Air Care: % Value 2020-2024

Table 66 LBN Brand Shares of Air Care: % Value 2021-2024

Table 67 Forecast Sales of Air Care by Category: Value 2024-2029

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

HOME INSECTICIDES IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hot climate spurs the need for home insecticides

Switch to more affordable insecticide baits

TM Trading Morocco leads an active category

PROSPECTS AND OPPORTUNITIES

Morocco's hot climate and strong discounting activity to continue to grow demand

Focus on crawling insects in spray/aerosol insecticides while the electric format is set to gain momentum

Insecticides to remain popular despite health concerns

CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2019-2024

Table 70 Sales of Home Insecticides by Category: % Value Growth 2019-2024

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2019-2024

Table 72 NBO Company Shares of Home Insecticides: % Value 2020-2024

Table 73 LBN Brand Shares of Home Insecticides: % Value 2021-2024

Table 74 Forecast Sales of Home Insecticides by Category: Value 2024-2029

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

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