

## Laundry Care in Morocco

Market Direction | 2025-02-26 | 23 pages | Euromonitor

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### Report description:

In 2024, laundry care in Morocco posted a slight increase in retail volume sales and strong retail current value growth. This performance was supported by urbanisation, population and household number growth, the high and gradual rise in the household penetration of automatic washing machines and rising prices. As an overall category, fabric softeners posted the fastest growth rates in 2024, albeit from a relatively low base. The rapid expansion of economy brands and private label ranges like Ma...

Euromonitor International's Laundry 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

### Why buy this report?

- \* Get a detailed picture of the Laundry 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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reliable information resources to help drive informed strategic planning.

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