

Surface Care in Morocco

Market Direction | 2025-02-26 | 19 pages | Euromonitor

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Report description:

Surface care in Morocco posted further growth in retail volume and current value sales in 2024. Surface care has a highly fragmented competitive landscape characterised by intense competition among a large number of brands. Mosaic or tiles continued to dominate floor, kitchen and bathroom countertops due to the hot weather in the country; therefore, most households use floor cleaners at least twice a week. Floor cleaners is fragmented with intensifying competition, which makes it more active in...

Euromonitor International's Surface 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: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- * Get a detailed picture of the Surface 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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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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