

# Baby Care in Morocco

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## Abstracts

Moroccan parents are becoming better educated in terms of taking care of their babies, and wish to provide their infants with the best available care, even during times of economic slowdown. Consequently, spending on baby care products demonstrated an upward movement in Morocco in 2010. Despite the fact that the birth rate continued to slow and modern Moroccans tend to get married later in life and prefer to have fewer children than their predecessors, Moroccan families tend not to economise on...

Euromonitor International's Baby Care 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 2006-2010, allowing you to identify the sectors driving growth. Forecasts to 2015 illustrate how the market is set to change.

**Product coverage:** Baby Hair Care, Baby Skin Care, Baby Sun Care, Baby Toiletries, Medicated Baby Care, Nappy (Diaper) Rash Treatments.

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

## Why buy this report?

Get a detailed picture of the Baby 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 30 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 and Sydney and a network of over 600 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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