

Hair Care in Morocco

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Abstracts

Hair care registered a positive performance in 2022 as consumers paid more attention to their appearance during the post-pandemic era. Both women and men are paying increasing attention to maintaining their look as socialising outside of the home became popular once again due to the reduced risk of coming into contact with the COVID-19 virus. In addition, many of the country's white-collar professionals, office workers and service industry personnel are commuting into the office on a daily basis...

Euromonitor International's Hair 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

Get a detailed picture of the Hair 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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2-in-1 products and medicated shampoos are out-of-step with prevailing trends

More advanced formulas come to the fore as added value becomes more essential

The trend for tinting one's hair at home supports growth in colourants

Aggressive price discounting puts downwards pressure on the average unit price

Mass brands gather momentum as they underscore their dominance in hair care

Styling agents booms amidst a return to socialising and working outside of the home

L'Oréal maintains its very strong position in hair care via ownership of key brands

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More value-added products set to appear as brands look to beat saturation

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