

Mass Beauty and Personal Care in Morocco

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Abstracts

Mass fragrances registered a particularly strong performance as sales rebounded robustly over the course of 2022. The main driver of growth in the category is that many consumers are reverting to their pre-pandemic lifestyle habits and this has meant higher demand for deodorant as people return to pre-pandemic work patterns and are prepared to socialise more often. Moreover, growth in mass fragrances is also being fuelled by consumers spending more time and money shopping in physical stores, whe...

Euromonitor International's Mass Beauty and Personal 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass Beauty and Personal 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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