

# Premium Beauty and Personal Care in Morocco

<https://marketpublishers.com/r/P1247D238A6EN.html>

Date: May 2023

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: P1247D238A6EN

## Abstracts

The tough economic conditions that prevailed in Morocco during 2022 prompted many consumers to become much more cautious with regards to their discretionary spending and this put huge pressure on demand for premium beauty and personal care. While increasing numbers of consumers are very interested in the leading premium beauty and personal care brands and their products, mainly on the basis that their very high quality and premium cachet mean that they represent good value for money despite high...

Euromonitor International's Premium 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:** Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium 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 Premium 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.

## Contents

### PREMIUM BEAUTY AND PERSONAL CARE IN MOROCCO

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Pressure on demand as challenging economic conditions curb discretionary spending

Infrequent use due to high prices impacts demand for premium brands

Premium brands gradually gaining share, in line with global trends

Masstige brands threaten to steal premium brands' thunder

#### PROSPECTS AND OPPORTUNITIES

Ongoing economic malaise presents a potential threat to sales of premium brands

Premium brands set to be strongest in fragrances, colour cosmetics and skin care

Value for money set to remain the main priority for consumers of all income levels

#### CATEGORY DATA

Table 1 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 4 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 5 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027

Table 6 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

### BEAUTY AND PERSONAL CARE IN MOROCCO

#### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 7 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 13 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 16 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Premium Beauty and Personal Care in Morocco

Product link: <https://marketpublishers.com/r/P1247D238A6EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P1247D238A6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970