



**Euromonitor
International**

Beauty and Personal Care in Morocco

May 2026

Table of Contents

EXECUTIVE SUMMARY

2025 developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Moroccan Consumers Focus on Beauty with Health and Skin-Focused Formulations

Chart 2 - L'oréal Men Expert

Skin Care Leads Value Growth as Dermocosmetics Trends Accelerate

Chart 3 - Dermo-Cosmetic

Brands Embracing Clean Science and Longevity Meet Evolving Consumer Needs

Chart 4 - K-Beauty Surge

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Drive Shift to Treatment-Focused Products with Price Sensitivity

Skin Care to Lead with Premium and Natural Ingredient Demand Surging

Brands to Continue Adopting Natural Ingredients to Capture Evolving Demand

Chart 8 - Analyst Insight for Beauty and Personal Care

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Maroc and Procter & Gamble Reinforce Leadership through Broad Portfolios and Distribution

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Sales through

Retail E-Commerce Remains Steady Driven by Digitalisation and Social Media Influence

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Beauty and Personal Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Beauty and Personal Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Economic Resilience and Cautious Consumer Spending

Baby Wipes Lead Growth While Multifunctional Products Meet Parental Convenience

Chart 21 - Corine de Farme Gel Lavant Surgras

Local Ingredient Innovation Enhances Gentle Baby Care Appeal

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Population Slowdown and Economic Shifts to Shape Cautious Growth Patterns

Baby Wipes Expected to Lead Growth Due to Hygiene and Versatility

Utility-Driven Demand and Multifunctional Innovation to Redefine Purchasing Choices

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Face Pressure From Rising Local Competition, Shifting Shares

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead While Supermarkets and Hypermarkets Expand

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Baby and Child-Specific Products

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Baby and Child-Specific Products

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in Morocco](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Multi-Benefit Products and Skin Care Claims Drive Growth Amid Shifting Consumer Preferences

Multifunctionality Fuels Product Innovation and Growth

Sustainability Aids Morocco'S Bath Product Evolution

Chart 37 - Value Sales 2020-2030

Chart 38 - Volume Sales 2020-2030

Chart 39 - Value Sales by Category 2025

WHAT'S NEXT?

Moroccan Consumers to Drive Growth with Demand for Advanced Bath and Shower Solutions

Body Wash/Shower Gel Growth to Rival Bar Soap's Value Leadership

Leading Brands to Innovate with Multifunctional and Natural Ingredient Products to Capture Demand

Chart 40 - Forecast Value Sales 2020-2030

Chart 41 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Lead Amid Moderate Market Concentration

Chart 42 - Company Shares 2025

Chart 43 - Brand Shares 2025

CHANNELS

Small Local Grocers Retain Lead as Supermarkets Grow in Urban Neighbourhoods

Chart 44 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 45 - Economic Context for Bath and Shower

Chart 46 - Real Gdp Growth 2020-2030

Chart 47 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 48 - Consumer Context for Bath and Shower

Chart 49 - Population 2020-2030

Chart 50 - Consumer Expenditure 2020-2030

Chart 51 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Morocco](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Female Spending and Improving Multifunctionality

Chart 52 - Huda Beauty Easy Blur

Facial Make-Up and Lip Products Lead through Skin Care and Natural Ingredients

L'Oréal Leverages Ai Innovation to Enhance Consumer Engagement

Chart 53 - L'oréal Free Virtual Trial

Chart 54 - Value Sales 2020-2030

Chart 55 - Volume Sales 2020-2030

Chart 56 - Value Sales by Category 2025

WHAT'S NEXT?

Women'S Rising Workforce Participation and Innovation in Hybrid Skin Care-Make-Up to Boost Sales

Facial Make-Up to Lead Value While Lip Products Drive Rapid Growth

Chart 57 - Forecast Value Sales 2020-2030

Chart 58 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Cosnova Gmbh Strengthens Leadership to Overtake L'Oréal Maroc and Flormar Co

Chart 59 - Company Shares 2025

Chart 60 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead Retail Sales as E-Commerce Shows Dynamic Growth

Chart 61 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 62 - Economic Context for Colour Cosmetics

Chart 63 - Real Gdp Growth 2020-2030

Chart 64 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 65 - Consumer Context for Colour Cosmetics

Chart 66 - Population 2020-2030

Chart 67 - Consumer Expenditure 2020-2030

Chart 68 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Morocco](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Morocco'S Deodorants Value Grows Steadily Amid Hot Climate and Competitive Pricing

Chart 69 - Dove Advanced Care Deodorant

Brands Embrace Skincare and Natural Formulations to Enhance Protection and Sustainability

Chart 70 - Vichy Dermo-Tolérance Deodorant

Chart 71 - Value Sales 2020-2030

Chart 72 - Volume Sales 2020-2030

Chart 73 - Value Sales by Category 2025

WHAT'S NEXT?

Urbanisation and Economic Shifts to Support Steady Value Growth among Moroccan Consumers

Stick Deodorants Will Continue to Gain Momentum as Sprays Lead Amid Consumer Preference Shifts

Innovations in Long-Lasting Protection and Natural Formulations to Drive Product Differentiation

Chart 74 - Forecast Value Sales 2020-2030

Chart 75 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adjust Shares Amid Intensifying Competition

Chart 76 - Company Shares 2025

Chart 77 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead Distribution While Supermarkets and Discounters Expand

Chart 78 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 79 - Economic Context for Deodorants

Chart 80 - Real Gdp Growth 2020-2030

Chart 81 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 82 - Consumer Context for Deodorants

Chart 83 - Population 2020-2030

Chart 84 - Consumer Expenditure 2020-2030

Chart 85 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Morocco](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Multifunctional Hair Removal Products Aid Rising Demand

Chart 86 - Gillette Venus Comfortglide

Women'S Razors and Blades Lead Growth as Affordability Drives Adoption

Chart 87 - Value Sales 2020-2030

Chart 88 - Volume Sales 2020-2030

Chart 89 - Value Sales by Category 2025

WHAT'S NEXT?

Women'S Workforce Participation to Fuel Rising Demand and Sales Growth

Innovation to Focus on Enhanced Functionality and Convenience

Multifunctional Products to Enhance Consumer Engagement and Value

Chart 90 - Forecast Value Sales 2020-2030

Chart 91 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Consolidates Dominance through Strategic Pricing and Promotions

Chart 92 - Company Shares 2025

Chart 93 - Brand Shares 2025

CHANNELS

Small Local Grocers Retain Lead with Credit Access Driving Loyalty

Chart 94 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 95 - Economic Context for Depilatories

Chart 96 - Real Gdp Growth 2020-2030

Chart 97 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 98 - Consumer Context for Depilatories

Chart 99 - Population 2020-2030

Chart 100 - Consumer Expenditure 2020-2030

Chart 101 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Fragrances in Morocco

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Cultural Heritage and Economic Factors Shapes Local Demand

Chart 102 - Hugo Boss Elixir

Mass Fragrances Lead Growth as Premium Fragrances Face Economic Pressures

Chart 103 - Gucci Intense Oud

Chart 104 - Value Sales 2020-2030

Chart 105 - Volume Sales 2020-2030

Chart 106 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Shift Spending Habits Amid Economic Challenges Impacting Sales

Mass Fragrances to Lead Growth Driven by Cost-Conscious Consumers and Direct Selling

Brands Innovate Masstige Offerings to Capture Aspirational Consumers Facing Budget Limits

Chart 107 - Forecast Value Sales 2020-2030

Chart 108 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions Amid Gradual Share Shifts

Chart 109 - Company Shares 2025

Chart 110 - Brand Shares 2025

CHANNELS

Beauty Specialists Maintain Dominance as Mass Product Stores Expand Distribution

Chart 111 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 112 - Economic Context for Fragrances

Chart 113 - Real Gdp Growth 2020-2030

Chart 114 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 115 - Consumer Context for Fragrances

Chart 116 - Population 2020-2030

Chart 117 - Consumer Expenditure 2020-2030

Chart 118 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Hair Care in Morocco

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Moroccan Consumers Drive Steady Growth Amid Economic Resilience

Salon Professional Hair Care Captures Market Share with Premium Offerings

Brands Leverage Scientific Claims and Skincare Ingredients to Boost Appeal

Chart 119 - Kérastase Crème Uv Sublime

Chart 120 - Value Sales 2020-2030

Chart 121 - Volume Sales 2020-2030

Chart 122 - Value Sales by Category 2025

WHAT'S NEXT?

Manufacturers to Target Local Needs with Value-Added Products to Sustain Growth

Salon Professional Hair Care and Shampoos to Gain Share with Premium, Targeted Solutions

Chart 123 - Forecast Value Sales 2020-2030

Chart 124 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Lead Amid Evolving Market Shares

Chart 125 - Company Shares 2025

Chart 126 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Dominance Amid Supermarket and Discounter Growth

Chart 127 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 128 - Economic Context for Hair Care

Chart 129 - Real Gdp Growth 2020-2030

Chart 130 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 131 - Consumer Context for Hair Care

Chart 132 - Population 2020-2030

Chart 133 - Consumer Expenditure 2020-2030

Chart 134 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Morocco](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men'S Grooming Summary

INDUSTRY PERFORMANCE

Men'S Grooming Growth Aligns with Rising Consumer Spending and Evolving Habits

Chart 135 - L'oréal Paris Men Expert Hydra Hyaluronic

Rising Demand for Dermo-Tested Grooming Fuels Clinical Claims and Deodorants Growth

Chart 136 - Adidas Power Booster

Multifunctional Products Appeal to Cost-Conscious Consumers

Chart 137 - Value Sales 2020-2030

Chart 138 - Volume Sales 2020-2030

Chart 139 - Value Sales by Category 2025

WHAT'S NEXT?

Urbanisation and Income Growth Drive Expanding Grooming Habits among Men

Deodorants and Fragrances Surge in Popularity While Shaving Faces Stagnation Amid Evolving Styles

Innovations in Freshness and Skin Care to Redefine Men'S Grooming Appeal and Competition

Chart 140 - Forecast Value Sales 2020-2030

Chart 141 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Leading Shares Amid Moderate Concentration Shifts

Chart 142 - Company Shares 2025

Chart 143 - Brand Shares 2025

CHANNELS

Beauty Specialists Continue to Lead through Specialised Retail Expertise

Chart 144 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 145 - Economic Context for Men's Grooming

Chart 146 - Real Gdp Growth 2020-2030

Chart 147 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 148 - Consumer Context for Men's Grooming

Chart 149 - Population 2020-2030

Chart 150 - Consumer Expenditure 2020-2030

Chart 151 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in Morocco](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral care Summary

INDUSTRY PERFORMANCE

Moroccan Consumers Drive Steady Growth through Value-Seeking Purchases

Chart 152 - Sensodyne Multi Protection

Toothpaste Leads Retail Value as Multi-Benefit Formulations Gain Traction

Eco-Friendly Oral Care Gains Traction with Dentiswak

Chart 153 - Dentiswak Natural Toothpaste

Chart 154 - Value Sales 2020-2030

Chart 155 - Volume Sales 2020-2030

Chart 156 - Value Sales by Category 2025

WHAT'S NEXT?

Moroccan Consumers to Increase Oral Care Spending Amid Growing Health Awareness

Toothpaste to Leads Growth Fuelled by Advanced Multi-Benefit Formulations and Age-Targeted Products

Natural Ingredients and Multifunctional Innovation to Reshape Oral Care Offerings and Competition

Chart 157 - Forecast Value Sales 2020-2030

Chart 158 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Strengthens Lead through Brand Recognition and Distribution

Chart 159 - Company Shares 2025

Chart 160 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Lead as Supermarkets Expand

Chart 161 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 162 - Economic Context for Oral Care

Chart 163 - Real Gdp Growth 2020-2030

Chart 164 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 165 - Consumer Context for Oral Care

Chart 166 - Population 2020-2030

Chart 167 - Consumer Expenditure 2020-2030

Chart 168 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Morocco](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

INDUSTRY PERFORMANCE

Moroccan Skin Care Sales Supported by Strong Economic Fundamentals and Skin Care Innovation

Chart 169 - La Roche-Posay Cicaplast

Facial Care Leads Sales as Dermo Skin Care Demands Rise

K-Beauty Grows From Niche to Mainstream Offering

Chart 170 - Seoul Glam Rice Cream

Chart 171 - Value Sales 2020-2030

Chart 172 - Volume Sales 2020-2030

Chart 173 - Value Sales by Category 2025

WHAT'S NEXT?

Moroccans to Increase Investment in Skin Care, Driven by Rising Consumer Expenditure

Facial Care to Lead Growth While Mass Brands Capitalise on Local Ingredients

Dermo Skin Care and Multifunctional Formulas to Grow in Appeal

Chart 174 - Forecast Value Sales 2020-2030

Chart 175 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal Maroc Sustains Lead Amid Gradual Market Share Shifts

Chart 176 - Company Shares 2025

Chart 177 - Brand Shares 2025

CHANNELS

Beauty Specialists and Pharmacies Lead Distribution through Expert Advice

Chart 178 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 179 - Economic Context for Skin Care

Chart 180 - Real Gdp Growth 2020-2030

Chart 181 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 182 - Consumer Context for Skin Care

Chart 183 - Population 2020-2030

Chart 184 - Consumer Expenditure 2020-2030

Chart 185 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in Morocco](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Increasing Consumer Spending and Science-Backed Awareness

Chart 186 - Svr Sun Secure

Adult Sun Care Dominates with Multifunctional Innovations

Chart 187 - La Roche-Posay Anthelios Pigment Correct

Korean Beauty and Triple-Action Formulas Reshape Consumer Choices

Chart 188 - Seoul Glam Sun Protection

Chart 189 - Value Sales 2020-2030

Chart 190 - Volume Sales 2020-2030

Chart 191 - Value Sales by Category 2025

WHAT'S NEXT?

Moroccan Consumers to Drive Growth through Education and Innovation Adoption

Adult Sun Care to Lead with Multifunctional Dermo Products Expanding Mass Reach

Chart 192 - Forecast Value Sales 2020-2030

Chart 193 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Lead through Strategic Share Retention

Chart 194 - Company Shares 2025

Chart 195 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Dominate Distribution with Growing Offline Dominance

Chart 196 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 197 - Economic Context for Sun Care

Chart 198 - Real Gdp Growth 2020-2030

Chart 199 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 200 - Consumer Context for Sun Care

Chart 201 - Population 2020-2030

Chart 202 - Consumer Expenditure 2020-2030

Chart 203 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in Morocco](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Moroccan Consumers Drive Growth through Efficacy-Focused Longevity Products

Premium Skin Care Leads Value Growth While Baby and Child-Specific Products Surge

Vichy Expands Premium Longevity Offerings, Reinforcing Market Efficacy Trend

Chart 204 - Vichy Liftactiv

Chart 205 - Value Sales 2020-2030

Chart 206 - Value Sales by Category 2025

WHAT'S NEXT?

Affluent Moroccans to Drive Premium Growth, Focusing on Efficacy and Luxury Benefits

Premium Skin Care to Dominate Value Growth Due to Sophisticated Formulations

Innovation in Sun Care and Value-Driven Hygiene to Shape Future Brand Strategies

Chart 207 - Forecast Value Sales 2020-2030

Chart 208 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Strengthens Lead through a Diverse Brand Portfolio and Category Leadership

Chart 209 - Company Shares 2025

Chart 210 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 211 - Economic Context for Premium Beauty and Personal Care

Chart 212 - Real Gdp Growth 2020-2030

Chart 213 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 214 - Consumer Context for Premium Beauty and Personal Care

Chart 215 - Population 2020-2030

Chart 216 - Consumer Expenditure 2020-2030

Chart 217 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in Morocco](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Brands Embrace Targeted Clinical Benefits to Fuel Steady Growth Amid Economic Caution

Mass Skin Care Leads Growth Driven by Skin Health and Innovation

Chart 218 - Value Sales 2020-2030

Chart 219 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Prioritise Essential Mass Products Amid Economic Caution

Mass Skin Care to Outperform Hair Care, Driven by Multifunctionality

Chart 220 - Forecast Value Sales 2020-2030

Chart 221 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions While Emerging Players Gain Traction

Chart 222 - Company Shares 2025

Chart 223 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 224 - Economic Context for Mass Beauty and Personal Care

Chart 225 - Real Gdp Growth 2020-2030

Chart 226 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 227 - Consumer Context for Mass Beauty and Personal Care

Chart 228 - Population 2020-2030

Chart 229 - Consumer Expenditure 2020-2030

Chart 230 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-morocco/report.