

Hair Care in Morocco

May 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising interest in maintaining a neat and attractive appearance boosts demand
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

PROSPECTS AND OPPORTUNITIES

More value-added products set to appear as brands look to beat saturation
Conditioners slated for robust growth as sales rise from a relatively low base
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Pressure on consumer spending set to prove crucial as brands reduce their prices

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Beauty and Personal Care in Morocco - Industry Overview

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DISCLAIMER

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