

Premium Beauty and Personal Care in Morocco

May 2023

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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

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Beauty and Personal Care in Morocco - Industry Overview

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DISCLAIMER

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