

# Men's Grooming in Morocco

May 2023

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## Men's Grooming in Morocco - Category analysis

### KEY DATA FINDINGS

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The increasing importance of personal grooming among men boosts demand  
Mass men's deodorants continues to benefit from its essential status  
Men's razors and blades remains dominant despite current unfavourable style trends  
Strong growth in men's skin care a clear signal of changing attitudes  
The development of men's grooming in Morocco lags behind other countries

#### PROSPECTS AND OPPORTUNITIES

Sales growth ahead as attitudes towards men's grooming continue to evolve  
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