

# Skin Care in Morocco

May 2023

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## Skin Care in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Consumers increasingly using skin care to prevent ageing at a younger age  
Mass anti-agers benefits from proliferation of value-added products  
Skin care products with whitening properties remain very popular  
Products designed specifically to be used around the eyes gain ground in facial care  
Major multinational names dominate skin care, leaving little room for local players

#### PROSPECTS AND OPPORTUNITIES

Positive growth ahead due to the primacy of youthfulness in local beauty standards  
Mass anti-agers to continue benefiting from the desire to look younger  
No major threats expected to emerge despite the adverse economic situation  
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