

Toilet Care in Morocco

March 2024

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Toilet Care in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Toilet liquids/foams dominate sales

Rim blocks see dynamic performance

WC Net makes further gains, thanks to introduction of new variants

PROSPECTS AND OPPORTUNITIES

Urbanisation and modernisation of retail networks will drive growth in toilet care

Toilet liquids/foam will continue to dominate, due to affordability

Surface care products could present a threat to growth

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DISCLAIMER

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