



# Toilet Care in Morocco

March 2024

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## Toilet Care in Morocco - Category analysis

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#### 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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