

# Personal Care Appliances in Morocco

January 2024

**Table of Contents** 

# Personal Care Appliances in Morocco - Category analysis

#### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Strong recovery for personal care appliances

Hair care appliances outperform other products

Fragmented competitive landscape likely to expand

#### PROSPECTS AND OPPORTUNITIES

Promising outlook ahead for personal care appliances

Hair care appliances to remain key area of growth

Stronger focus on brand differentiation

#### CATEGORY DATA

- Table 1 Sales of Personal Care Appliances by Category: Volume 2018-2023
- Table 2 Sales of Personal Care Appliances by Category: Value 2018-2023
- Table 3 Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023
- Table 4 Sales of Personal Care Appliances by Category: % Value Growth 2018-2023
- Table 5 Sales of Body Shavers by Format: % Volume 2018-2023
- Table 6 Sales of Hair Care Appliances by Format: % Volume 2018-2023
- Table 7 NBO Company Shares of Personal Care Appliances 2019-2023
- Table 8 LBN Brand Shares of Personal Care Appliances 2020-2023
- Table 9 Distribution of Personal Care Appliances by Format: % Volume 2018-2023
- Table 10 Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028
- Table 11 Forecast Sales of Personal Care Appliances by Category: Value 2023-2028
- Table 12 Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028
- Table 13 Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

## Consumer Appliances in Morocco - Industry Overview

### **EXECUTIVE SUMMARY**

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

#### MARKET INDICATORS

- Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
- Table 15 Replacement Cycles of Consumer Appliances by Category 2018-2024

## MARKET DATA

- Table 16 Sales of Consumer Appliances by Category: Volume 2018-2023
- Table 17 Sales of Consumer Appliances by Category: Value 2018-2023
- Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
- Table 19 Sales of Consumer Appliances by Category: % Value Growth 2018-2023
- Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
- Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
- Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
- Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
- Table 24 Sales of Small Appliances by Category: Volume 2018-2023
- Table 25 Sales of Small Appliances by Category: Value 2018-2023
- Table 26 Sales of Small Appliances by Category: % Volume Growth 2018-2023

- Table 27 Sales of Small Appliances by Category: % Value Growth 2018-2023
- Table 28 NBO Company Shares of Major Appliances: % Volume 2019-2023
- Table 29 LBN Brand Shares of Major Appliances: % Volume 2020-2023
- Table 30 NBO Company Shares of Small Appliances: % Volume2019-2023
- Table 31 LBN Brand Shares of Small Appliances: % Volume2020-2023
- Table 32 Distribution of Major Appliances by Format: % Volume 2018-2023
- Table 33 Distribution of Small Appliances by Format: % Volume 2018-2023
- Table 34 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
- Table 35 Forecast Sales of Consumer Appliances by Category: Value 2023-2028
- Table 36 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
- Table 37 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
- Table 38 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
- Table 39 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
- Table 40 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
- Table 41 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
- Table 42 Forecast Sales of Small Appliances by Category: Volume 2023-2028
- Table 43 Forecast Sales of Small Appliances by Category: Value 2023-2028
- Table 44 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
- Table 45 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/personal-care-appliances-in-morocco/report.