

Mass Beauty and Personal Care in Morocco

May 2023

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2022 DEVELOPMENTS

Mass fragrances benefits from high inflation and return to pre-pandemic lifestyles
Mass deodorants another big winner as consumers prioritise value for money
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Mass colour cosmetics continue to appeal due to low prices and good value for money
Mass brands lose ground in baby and child-specific products

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Beauty and Personal Care in Morocco - Industry Overview

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DISCLAIMER

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