

# Fragrances in Morocco

May 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Overall demand for fragrances drops as spending power falls, favouring mass brands  
Direct selling supports a widening of the consumer base for mass women's fragrances  
Average unit price under pressure due to trading down from premium to mass brands  
Unisex fragrances remain unpopular as consumers prefer clearly gendered products

#### PROSPECTS AND OPPORTUNITIES

Consistently positive growth ahead for fragrances despite pressure on spending  
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