

# Depilatories in Morocco

May 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sales of depilatories increase as local women pay more attention to hair removal  
Rising demand for convenient and time-saving products supports sales growth  
Women's razors and blades remain popular among less affluent consumer segments  
Hair removers/bleaches remains a small category due to competition from sugaring  
Women's pre-shave a small category due to the preference for low-cost alternatives  
Bic the leading name in depilatories due to the economical reputation of its products

#### PROSPECTS AND OPPORTUNITIES

Non-essential status of depilatories to put more pressure on sales growth  
Women's razors and blades to remain the default option for most consumers  
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